

THE Publishers' Weekly

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VOL. CI.

NEW YORK, JUNE 24, 1922

No. 25

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JUN 27 1922

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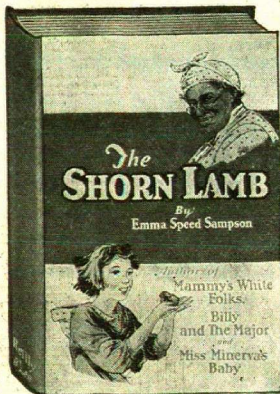
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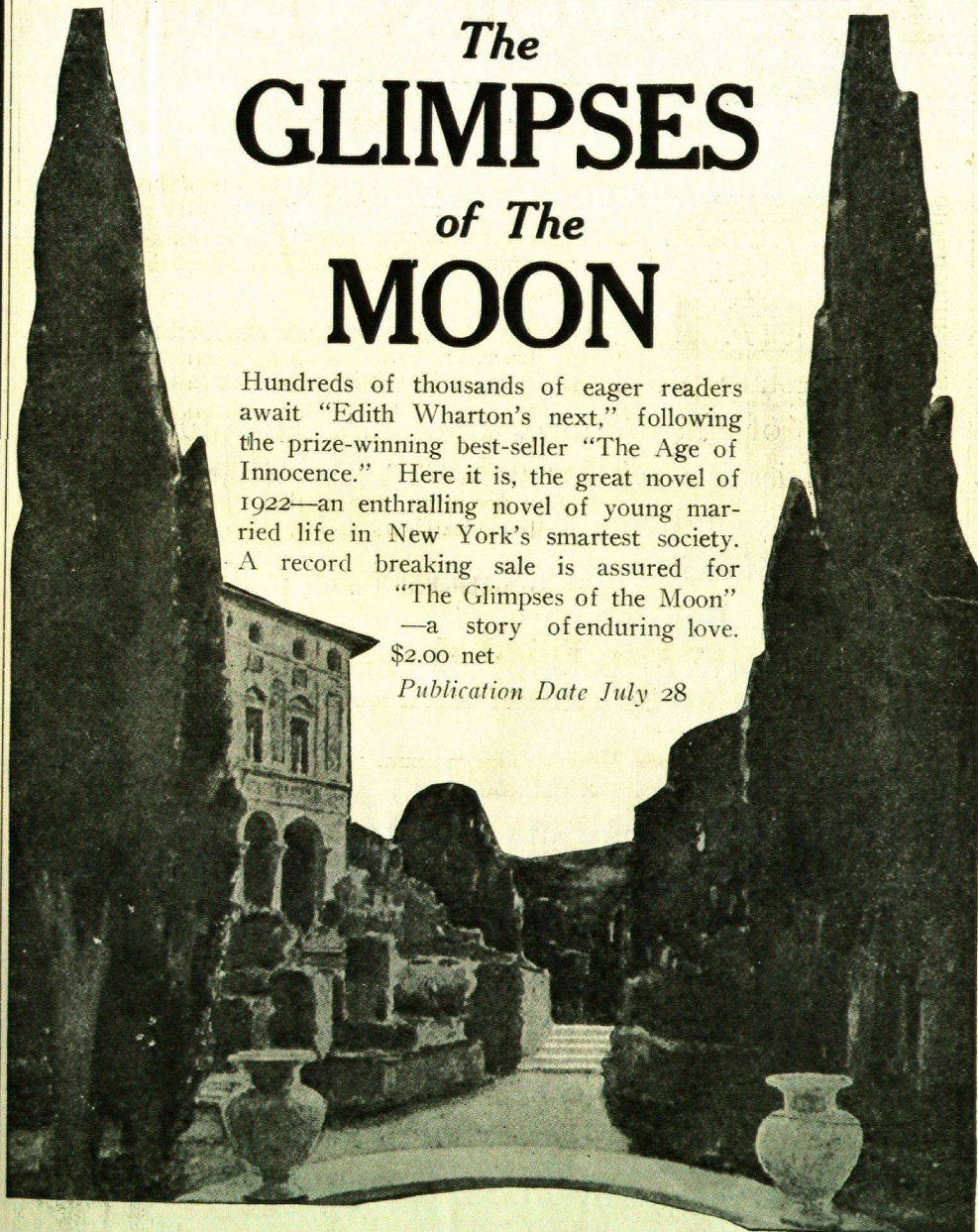
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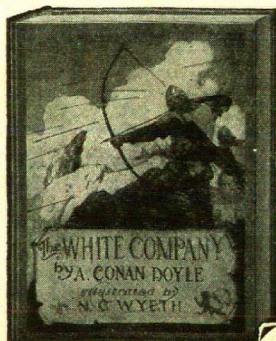


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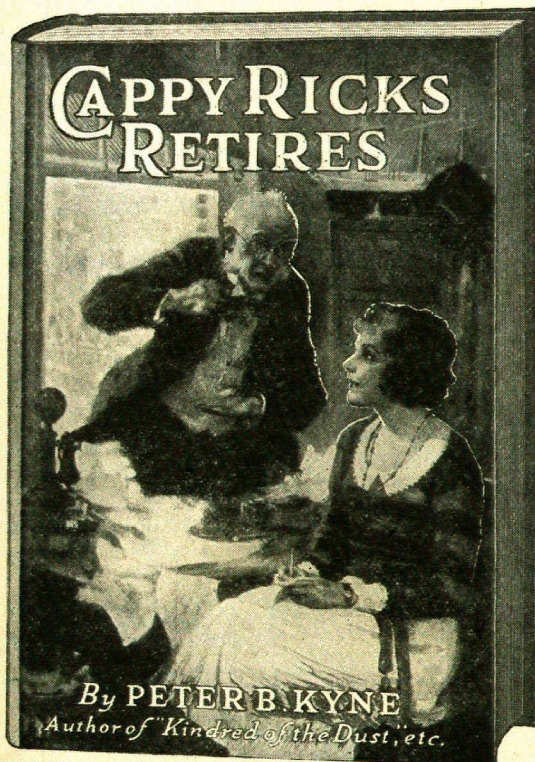
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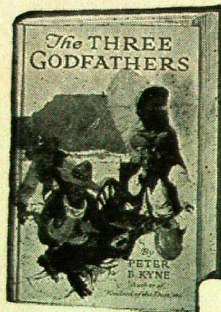
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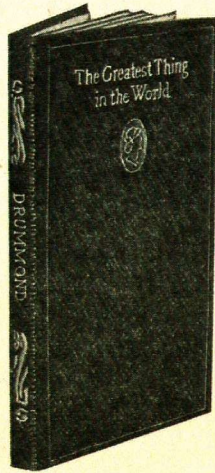
AN INVITATION

is extended to all visitors at the Book Fair in Chicago in July to inspect the Rand McNally line of Juvenile Books, Atlases, Maps, etc., in our Display and Sample Rooms on the ground floor of the Rand McNally Building, 536 S. Clark Street. Nowhere else is it possible to see such a complete exhibition of maps, or so attractive a display of juvenile books of one publisher. Messrs. Frank W. Koopmann, H. M. Lamb, R. Lija and Joseph E. Goodwin will be on hand to welcome guests and to escort those who may be interested in going through the several departments of the great printing plant.

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| 2. Greatest Thing in the World and Pax Vobiscum. Drummond. | 11. Selected Poems. Herrick. | 20. Constitution of the United States and Discourses on the Constitution. Alexander Hamilton. |
| 3. The Art of Controversy and "of Women." Schopenhauer. | 12. Familiar Quotations—Selections. Bartlett. | 21. As a Man Thinketh. Allen. |
| 4. A Child's Garden of Verses Illustrated. | 13. Dr. Jekyll and Mr. Hyde. Stevenson. | 22. Man Without a Country. Hale. |
| 5. Poor Richard's Almanac. 25 illustrations. Franklin. | 14. Birds. John Burroughs. with illustrations from Audubon's "Birds of America." | 23. Out from the Heart. Allen. |
| 6. Lincoln. By Friend & Foe. illus. | 15. The Social Contract. Rousseau. | 24. Dreams. Schreiner. |
| 7. Essay on History. Macaulay. | 16. Decision of Character. Foster. | 25. Poems. Burns. |
| 8. Eve of St. Agnes and Other Poems. Keats. Illustrations by E. A. Abbey. | 17. Miggles and Other Stories. Bret Harte. | 26. The Happy Prince. Wilde. |
| 9. Essays. Montaigne. | 18. Leaves from the Sketch Book. Irving. | 27. Salome. Wilde. |
| | | 28. Friendship. Thoreau. |
| | | 29. Ballad of Reading Goal. Wilde. |
| | | 30. Evangeline. Longfellow. |
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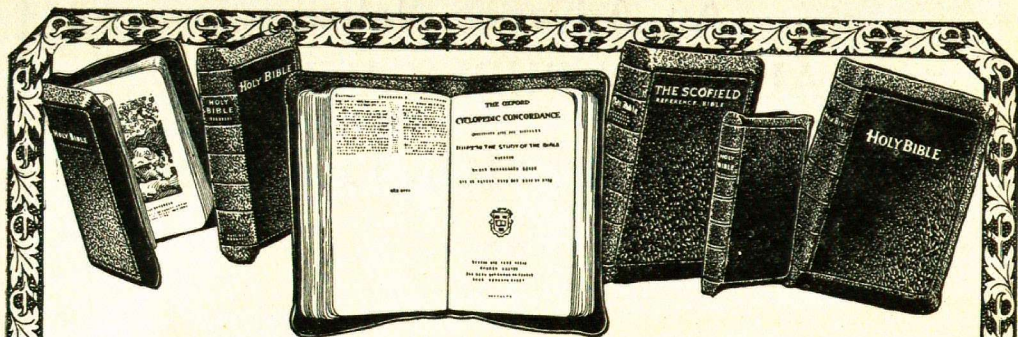
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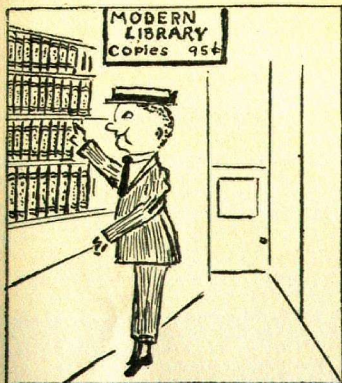
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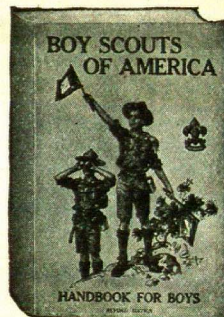


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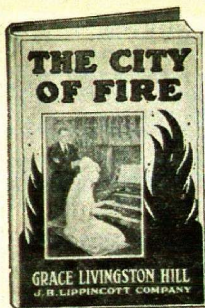
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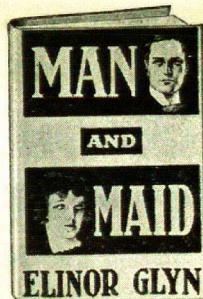
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The Publishers' Weekly

THE AMERICAN BOOK TRADE JOURNAL

FOUNDED BY F. LEYPOLDT

June 24, 1922

"I hold every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto."—BACON.

Buyer and Seller

WHEN the traveler, with samples, sits down for his appointment with the buyer of a bookstore, the stage is set for the most important single operation that the manager undertakes. The morale of the store and its public reputation may depend on things more intangible and possibly more fundamental to progress—his selling plans may have even more to do with his growth—but the things that go into such operations are more widely scattered and less easy to analyze, while the process of buying is a special situation that can be very concretely considered.

The trouble with the situation often is that it is not carefully enough considered, at least on the part of the buyer. It is to be admitted that to be a properly prepared buyer is a difficult and arduous process. The salesman has been very carefully and very systematically prepared for his part—salesmen's conferences, discussions with the sales manager, careful study and reading of the books carried, and repeated practice in presenting the line which trains him to eliminate the unessentials and to find the most effective arguments. The buyer, however, has to meet salesman after salesman in succeeding days, and each one presents a different problem. That the buying may be correctly and successfully done means that he should be as adequately prepared for his part in the meeting as the salesman is for his. Not that the salesman should be less well primed, but that the buyer should be so well prepared that he can interpret the salesman's information and enthusiasm in quantities to suit his own use, outlet and selling force.

Mr. McKee, who has been both seller and buyer in the book field, points this out very succinctly in his article on buying in this issue.

Just how detailed shall be the system by which the buyer prepares for making his order must be worked out by the buyer himself, with full realization that it is the *pertinent* facts that he needs to have at hand, not facts in so great detail that their preparation will take more time than his organization can arrange for. A clear picture of his general business condition is needed; all the facts as to the sales of the particular line under discussion in previous seasons, both new and stock items; the records of the months immediately preceding, to supply information as to re-orders; a variously collected knowledge plus instinct of what the public is interested in at present or likely to be interested in, in the month ahead. Such information will lead to cool judgment, active reordering and justified totals in the purchase. Information and intelligent use of it puts the buyer on a par with the seller, to the mutual satisfaction of both.

Buying for Turnover

A RECENT discussion has made a magic word of the subject of "turnover." Its importance, and the characteristics of its magic should be understood by every buyer. If a dealer were to buy goods at a margin of 35 per cent but his total sales were so limited that he could not keep necessary expenses below 35 per cent of his total, no rapidity of turnover would make profit appear. Or, if he should buy goods at an average of 35 per cent, should have expenses of 30 per cent but have a steadily increasing stock on hand and losses from overbuying, there still would be no profit no matter what the turnover. If, however, a bookseller should be doing \$50,000 worth of business at a 35 per cent margin and a 30 per cent cost and has carried to do that business a stock of \$16,250, he will have turned his stock twice and shown a net profit of \$2500 on his stock investment, or about 15 per cent. If he can do that same amount of business on a stock of \$11,000, which is perfectly possible, he will have a turnover of about three times and a profit of 22 per cent on his stock investment, and this will be improved by the fact that there has been less interest charge on the money invested and less depreciation to take care of at the end of the year. Between the two times turnover which is quite common and the four times turnover that is quite possible, there is a vast

CHICAGO BOOK FAIR July 5 to 15

difference in results. If these results are obtained merely by cutting down the amount of stock carried, this of itself may simply mean leaving many customers dissatisfied with the service given to them at the store. It is accomplished by such intelligent timing of stock arrival to the needs of the community that better service and fresher volumes are supplied from the smaller investment. Rapid turnover is of the greatest importance to business success only when it is an objective obtained by more careful preparation and keener sense of the public's needs.

Business Prospects

LAST year the business columns of the newspapers were full of articles preaching optimism to the business man and prophesying rapid business recovery. Much of this material was wasted, as the business man trusted even more implicitly to his own findings than to what he saw in print. That the book-trade generally prospered in such a year was an undoubted indication that there were fundamental conditions favoring an increased distribution of books which carried the sales forward, even in generally troublous times.

The business and statistical columns of today carry much less of oratorical prophecy and much more of concrete fact that can be interpreted to mean an increased national prosperity. There never was a chance for an instantaneous rally, and the fact that the present improvement is along steady rather than spectacular lines is all to the advantage of business. Retailers are still buying conservatively, as there is now an ingrained habit to keep stock well down, but they also realize that the fall has real promise and that the well assorted stock is the one that will build business. In some districts there will still be local conditions that will make all buying very conservative, but publishers whose travelers cover the whole country pretty thoroly report that the area of these special situations is far less than last year.

This fall is to be the culmination of the largest general campaign for books that the trade has ever undertaken. With posters, dealer material, special articles, and a co-operative enthusiasm, the publishers and retailers will be behind the fall slogan "Every Real

Home Has Books" as well as back of the Children's Book Week and Christmas giving campaign. Promotion efforts cannot upturn the great underlying currents of the nation's business, but they can greatly help to divert a flowing current into new directions, and it would seem as tho the banks of the general business activity were to hold a larger flow than in 1921, and the book-trade has good reason to believe that the figures of last year's buying and selling can be taken as low water marks not as a level from which the tide may still recede.

Small Buying vs. Turnover

IN preaching the good old doctrine of turnover to the trade we are afraid many advertisers are allowing themselves to slip on dangerous ground" says an editorial in the June 8 *Printers' Ink*. "The principle of turnover is a difficult thing to explain clearly. Many persons, seem to confuse it with small buying. In several trade advertisements which we have recently read, the advertisers were unintentionally advertising small buying, altho what they had in mind was to tell retailers the advantages of getting a rapid rate of turnover on their merchandise.

"To be sure, the retailer who overbuys is not able to show a profitable rate of turnover. But underbuying is just as bad as overbuying. In fact, to be out of certain important items of merchandise constantly is one sure way to slow up turnover. A retailer cannot sell what he is 'just out of.' His sales suffer because of his failure to keep an adequate stock.

"In still another respect does underbuying retard sales. Even tho a merchant may have a certain article in stock, his customers will not buy it enthusiastically because his assortment is not complete enough to be inviting. People like to buy from full lines. We have seen purchasers refuse to buy such a well-known article as Mennen's shaving cream, because the proffered tube happened to be the last one the dealer had. The other evening we wanted a sprinkling can, but did not buy because the retailer had only two sizes to offer. We imagined we wanted a size in between.

"Every day, everywhere, merchants are losing business because of the inadequacy of their stocks. Today an unprecedented number of retail stocks are wretchedly balanced and lack variety and range. A little observation will convince any person that this is true. It is the one glaring weakness in present retailing.

"So let us continue to preach turnover, but in doing it let us not forget to warn retailers that the *sine qua non* of a satisfactory volume of sales is an adequate stock of goods."

The Gentle Art of Buying

By Walter McKee

John V. Sheehan & Co., Detroit

"To sell is easy; to buy divine."

I WELCOME this opportunity to contribute my little "bit" to this symposium on the problem of the buyer because so little seems to be written on the subject and so much needs to be known. In contrast to the hundreds of books on salesmanship, there are only one or two on buying. I have often thought that we might well have a literature on *How to Buy* as well as on *How to Sell*. While it is true, most books on retail selling or retail management devote some little space to buying and turnover, what we need is some ample and scientific treatise on the subject of buying.

The Buyer's Policemanlike Duty

My experience as a publisher's representative convinced me that the average bookseller does his buying in the most haphazard manner and has but little idea of the particular amount of money he is spending with any particular publisher and also no idea of its relation to the whole amount he is justified in spending over any seasonable period. The usual practice is as follows: The publishers' salesmen come to town with the fall lines. The bookseller looks them over and buys what he thinks he can sell (or often what the salesman makes him think he can sell). After the salesman leaves town he receives a copy of his order which may or may not show the net total amount he has purchased. After doing this with thirty or forty publishers' lines, he may have an idea that he has purchased a large quantity of merchandise; the publishers' statements on January first prove his idea to be correct. If he has fortunately not made too many mistakes, and business has been generally good, he can pay all of these bills without much worry. Hence he assumes that he has bought well and so repeats the process until, to use the vernacular, he gets a "bump." Then comes the time when he asks himself "How can I prevent this tragic occurrence?" What follows is my personal solution of this problem. "A poor thing perhaps, but mine own." Experience and what little help I have been able to find in general business books have been my teachers.

If salesmanship is selling books at a profit, buying is also the same thing, for the most successful buyer will be he who is buying for a store that not only has a constant stream of merchandise coming into the store but also one going out—at a profit. Few book-

stores are so large but that the buyer can also be the seller. I do not mean necessarily the seller of individual items in the store, but the director of sales. He it is who knows why merchandise is bought and at what price, and he it should be who should say how, when and at what price it should be sold. The buyer's relation to the merchandise should be that of the policeman to the vagrant, "Keep moving." The buyer should never lose sight of the fact that the moment a book comes into the store it begins to cost money in interest and in depreciation. No matter how intrinsically good a book may be, every day it stays on the shelf it becomes a poorer piece of merchandise. To keep the stock for which you are responsible as a buyer, clean and moving, every book should be marked in such a way that you can immediately tell how long it has been in your stock. Most successful department stores adopt this method. If you have not already established such a system, start today. The simplest method is to use the alphabet for the years and figures up to twelve for the months so that three years from now if you find a book in your stock marked "A6" you will know immediately that you bought the book in June 1922 and it should long ago have been on the shelf of a library and the money originally invested in it, re-invested several times since. I do not believe any bookseller will ever be too ruthless in clearing out at some price, good books that have reposed a year or more on his shelves. January and February are the months for clearing up the previous year's mistakes.

Buying and the Budget

Now for the plan for successful buying. It is contained in one word, that word being BUDGET. Perhaps you have already tried it and say that it can't be done in the book business. My answer is it can when you have adjusted the budget to conform to the needs of your particular business. It may take time and much experimenting, but it can be done and regardless of what you do accomplish by it, it will result in a much better method than the haphazard method of "rule of thumb" or "rule of mouth" you may now use. Incidentally in making a budget for your guidance, you will find many interesting and illuminating facts about your own business per-

haps that you never knew before. Suppose you start today to do your fall buying. To do so intelligently and safely you need at your desk the following:

First. Your present inventory at net cost. If your store is departmentized, you need your inventory by departments. Usually in a book-store you need but two sets of figures, general book inventory figures and juvenile department inventory figures.

Second. Sales at cost for the period June first to January first.

Third. The amounts purchased from different publishers on *travelers* orders over the same period of time last year.

Fourth. The amount spent on re-orders by mail, special orders, library orders and so called "dark horses"—books which initially purchased in small quantities surprise their publishers themselves by selling big. The difference between your total purchases for this period and the total amount for *travelers'* orders will give you the above mentioned figure.

Fall Orders

With all of the above information at your command, you can easily determine the gross amount that you can safely purchase on the initial fall trips of the publishers' representatives. I believe most of our mistakes are made at this stage of our buying. How this gross amount will be divided among particular publishers must of necessity vary, as some publishers have very good books one season and very poor ones the next. By referring to the list of titles of each publisher and the amount spent over previous years you will be able to determine the proportion each publisher should have this year, if his list appears to be equally good. By not spending your entire appropriation at this time, it is obvious that you will have a reserve fund for books that prove to be big sellers and also to take advantage of items that may not appear until late in the season. No rules can be laid down for the amount to be spent on re-orders, as after all, the personal equation enters here and it becomes largely a test of your own personal judgment based on your location, class of customers, and efficiency of your selling force, and the number of copies previously sold of the same book. I believe, however, that fewer of our mistakes are made here than at the previous stage of buying. This is borne out by the eagerness of the publishers to obtain as large initial orders as possible on new publications. This is, however, an objective that defeats its own end, as we are all willing to buy more of good selling titles if we are not loaded up with too many poor selling books in large quantity.

Another idea in buying which might work to the advantage of both bookseller and publisher would be to change the quota of buying on new and old titles. As salesman and buyer. I have noticed that most orders placed with traveling-men are divided up as follows: two-thirds of the amount of the order will consist of new publications and one-third regular stock items. In other words, we spend more money and buy more of the new and untried titles which neither publisher nor bookseller can say with certainty will sell than we do of the books that have been found to be sellers and are in constant demand. Why not vary it and make the proportion as follows: one-third new publications and two-thirds regular stock items? I really believe that on the first of January the inventory would be much less, as you would not be stuck on so many new publications and you would have lost fewer sales on so called stock items than formerly.

Because of the character of books it is more difficult to treat what we buy and sell in the book business as merchandise than it is in any other line of business. While this is generally true, there are, however, some competitive lines upon which the buyer is given an opportunity to exercise his judgment and by making a wise selection to cut down his investment to the smallest possible amount in any given class of books. I refer to the competitive juvenile lines at the same prices and also to the following kinds of books:

Graduation Books	Baby Books
Wedding Books	Cook Books

Books Like Other Merchandise

Various other handbooks and series of books published at popular prices.

It is possible for the buyer to treat all of the books which are covered by the above classifications in the same way other merchandise is considered:

- Best cheap edition.
- Best moderate priced edition.
- Best high priced edition.

A careful watching of your stock will enable you to determine which lines can be classified under the above three headings. Then you can proceed to buy only these publications eliminating all the other publishers who seem to duplicate them and it is obvious that this plan, strictly adhered to, will enable you to cut down your investment and enable you to increase your turnover and that is the only way that profits can be made.

All of the above remarks are the result of a constant endeavor over a period of seven years to find out how to buy books more intelligently, to operate with a smaller investment, to increase the turnover and enlarge profits.

What Buyers Expect from Salesmen

By Ward Macauley

Macauley Brothers, Detroit, Mich.

THE first point of contact between the buyer and the salesman is the receipt of the advance announcement and catalog. The buyer has a right to expect that a reasonably accurate announcement will reach him several days before the arrival of the salesman. By reasonably accurate, we mean the reverse of this: "Our Mr. Pulver will be in your city on the 20th instant" only to have Mr. Pulver pop in on the 16th. The salesman requires the closest co-operation from his firm's correspondence department, if he is unable to give this important matter his personal supervision.

Preparation For the Traveler

Some houses do not habitually announce the calls of their travelers. This is more likely to be the case with firms showing small lines which they consider do not require advance attention. Ordinarily perhaps this does not inconvenience the buyer, as the small line may be satisfactorily disposed of in half an hour. On days, however, when several travelers, whose coming has been properly announced, are in town, the salesman who didn't bother with an advance notice has no right to complain if he is compelled to wait until the others are out of the way. The experienced travelers so well recognize the fundamental importance of accurate announcement they require only to be reminded to see that it is properly done.

The proprietor of a large bookstore while on his vacation received word that three salesmen with important lines were to be in his city on a certain date. Cutting his vacation short several days, he hurried home only to learn that one of the three had already departed and the other two had not as yet appeared. Such an incident, while exceptional, reveals the importance not only of sending out accurate announcement but of sending further word in case of any important change of plans. So much of the buying is done in the summer months when vacations and short outings may interfere with appointments that better results can be obtained by closely watching this matter.

"Is my catalog checked?" the salesman asks hopefully.

"No," complains the buyer. "Your catalog hasn't come." After the salesman has de-

parted to the next town, the missing catalog appears. This has been known to happen. There is much complaint among salesmen regarding unchecked catalogs, largely no doubt with good foundations. A catalog carefully checked in advance, with the proposed order largely decided upon, leaves the buyer's mind free to concentrate upon the new titles and upon the outstanding items which the salesman will present to him. The poorest way of working is to have the salesman call item after item and the buyer attempt to say what he wants from memory of his stock.

Haste is the greatest foe to good buying and haste can be averted by advance consideration. Catalog checking is the best possible way to train the salesforce in knowledge of stock, and a keen department head will often put his assistants to checking lists even when no traveler is expected. The salesman and his firm should remember that second-class mail is not delivered as promptly as first-class and send out catalogs in good season. However, the efficient buyer should not be dependent upon the arrival of new catalogs. He should constantly maintain an up-to-date file containing two or three copies of the latest catalogs of all leading publishers. This file will serve several important uses, but for the buyer, it will be a great help in being properly prepared for the salesman's arrival. "*Take time by the forelock*" should be the motto of every buyer.

Keeping Appointments

When the salesman reaches the city, the buyer may reasonably expect an early call. It is not conducive to the best of feeling to learn that Johnson has been in town since Tuesday morning when, on Wednesday afternoon, he asks attention so that he can leave that evening. Few travelers offend in this regard, the great majority being most punctilious to observe the proper etiquette but any who do have such a penchant should seriously consider revising their methods. Indeed courteous consideration of every buyer, whether his order be large or small, is the first essential of successful salesmanship. Referring to a buyer as "a prince" because he is employed by a big house and to another as "a piker" because his business is small shows a fatal lack of discrimination that fortunately has been long outgrown by nearly all book-salesmen.

Much has been said at one time and another about the lack of attention to appointments on the part of buyers and no doubt with justice. Mr. Perkins has an engagement at the hotel at two o'clock. Instead of leaving his office at a quarter of two as he should, he waits until just the hour. On the way out, he meets a friend who desires some 6½ size envelopes, which apparently no one but Mr. Perkins can satisfactorily supply. Result, he whirls into the sample room, very much out of breath at thirty-two. As the salesman had another appointment at three o'clock, this delay becomes serious, upsetting all the afternoon appointments and perhaps forces a cancellation of one. It causes the embarrassment of having two buyers in the sample room at the same time.

Salesmen Must Know Their Line

Buyers should be most careful to meet all engagements promptly. If unavoidably prevented from doing so, telephone arrangements should be made for a later time that will not conflict with the salesman's other engagements. Salesmen are most careful in meeting hotel appointments, and few buyers can claim to have been often kept waiting, except in such case as the above. In regard to engagements at buyers' offices salesmen are sometimes not so careful. "Three o'clock" may mean anytime between lunch and dinner, on the assumption that the buyer will be in all afternoon and that one time is as good as another. It is true that in many cases, it does not greatly matter but there are times when it does make a good deal of difference. If the buyer names three o'clock because he has other engagements at four and five, it upsets things considerably to have the salesman come in at four-thirty and wonder why Mr. Buyer is not waiting to receive him.

A buyer, with a convention of salesmen to take care of, most carefully made appointments at his office for two o'clock, three o'clock, four o'clock and five o'clock. At three-thirty all four salesmen were in the store and new appointments were necessary. Going back of the returns, no doubt we would find that late buyers had delayed the first two salesmen, but the five o'clock man could hardly have thought that the hour was material. Salesmen will do well to make as great an effort to meet an office appointment, when it is specific, as they do to keep their hotel engagements. Buyers should mention an exact time when possible and then keep that time free. The balance, as regards punctuality in meeting appointments is well in favor of the salesman, but he can also do much to remedy a situation that often compels using three days to do the work of two.

The buyer has a right to expect the salesman to know something about his line and not merely to try to inject enthusiasm without foundation. The best salesmen do know their lines and that is why they are the best salesmen and represent the best houses. Only very new buyers can be swayed by such generalities as "a magnificent book," "sure to be a best seller," "better than 'Main Street,'" etc. The bookseller may reasonably expect a salesman to have a better idea of his merchandise than a certain retail salesman displayed in answering a question regarding "The Cardinal's Snuff Box." "Ah, yes," he said; "a delightful story, all about a dear old cardinal and his snuff-box." The buyer depends upon the information that the salesman can give him, and that information, to be reliable, must be based on the salesman's thoro knowledge of his wares. The bookseller will learn more about his stock from what he gets in advance from the salesman than in any other way, and publishers will do well to provide their representatives with all the facilities to be properly informed. Such a representative, working on the solid foundation of a knowledge of and a faith in what he is selling is building much more solidly than the "Salesman" who substitutes pep and professional enthusiasm for more weighty qualities. The buyer respects the salesman who knows his line. That is axiomatic.

The Salesman Who Has the Buyer's Confidence

The buyer has the right to expect the salesman to give him real assistance in deciding the proper quantity of each title. The relationship should not be one of offense and defense, a sparring match in which the salesman tries to get as much as possible and the buyer exerts every effort to resist the attack. The two should co-operate in reaching the proper conclusions—and no publisher should expect his salesman to do more. It naturally follows that the salesman must have some idea of the bookseller's business, its size, its general character, its possibilities. A salesman once asked for an order for 250 copies of a certain book. The buyer replied: "Why, So and So, if I bought 250 of this book and all other books in proportion, I would need to do a book business of a half million a year."

"Surely" said the salesman, "surely you do more than that." As a matter of fact, the total book business of the city's several book stores did not at that time reach that figure. The salesman's suggestions, based on such lack of information, could not be very helpful. The buyer should discuss these matters frankly with the salesman and the salesman must regard such confidences as inviolate. He should not repeat to competitors, or salesmen,

or out-of-town booksellers intimate matters which he learns in the course of serving as an aid and guide to buying.

The buyer and the salesman can discuss the various quantities in a mutually helpful spirit. The salesman steers a wrong course when he suggests ten when he hopes for five, twenty-five when he expects ten, a hundred when he would be well satisfied with fifty. He is much like the Jewish school-boy who, when the teacher asked what two and two amounted to persistently replied "five" and later confessed that it was for the purpose of allowing the teacher to "jew me down." The salesman who suggests "jew me down" quantities eventually loses the buyer's confidence and when he has a really big book is unable to win the support of the bookseller for it. The parrot type of salesman seems to be nearly extinct—the "make it ten," "make it twenty-five" variety is seldom heard nowadays. The buyer may rightly expect more intelligent service and in the main he is getting it. The large majority of salesmen are making a real effort to be fair both to the houses they represent and the customers to whom they sell. Any who do not are pursuing a path of folly.

Where Friendship Comes In

Good fellowship must not be expected to take the place of proper service in salesmanship. Friendship can never be safely presumed upon. We are bound to favor those we like and naturally those who thru a long course of association have shown themselves worthy of confidence. The buyer has a right to expect that the salesman's friendship will be evidenced by sincere assistance, rather than by a desire

for orders larger than the merits of the publications warrant.

A traveler making a certain territory regularly should receive full credit from his house for all business received from his customers, a custom prevailing in many lines. This would do much to avoid over-selling—which is an evil from the publisher's standpoint quite as much as from the bookseller's, because over-buying means slow payments, lack of good-feeling, begets over-caution as to new ventures and destroys initiative. The salesman who thoroly and capably presents his line to his customer, maintains a friendly relationship, initiates plans for enterprising sales campaigns; in a word does everything to help that bookseller sell his firm's books is entitled to credit for re-orders just as much as for the orders taken in person.

The buyer has the right to expect that the salesman will make a written record of any special arrangements entered into. How much bickering and ill-feeling might have been saved had this always been an inviolate rule! The salesman should willingly do this, the buyer should insist upon it. The buyer may also expect that his order be promptly forwarded and a clear-cut copy sent to him, that instructions be carefully noted thereon, that the mechanics of the transaction be efficiently handled in every detail. Both salesmen and buyers should obey the letter of the law in attention to business-like methods and each has a right to expect it of the other.

Upon such relationships as these, firm friendships are formed and upon mutual confidence and respect a business structure of enduring work may be erected.

How To Treat a Salesman

From "Buying Goods" by Albert E. Bull

Sir Isaac Pitman & Sons.

"MY firm has given me a real bargain line to offer" said one traveler to another, "and I am wondering who to show it to."

"Take it to Rowley. He loves a close cut."

"No I will not take it to Rowley" said the first man, "and if ever you get bargain lines you won't take them to Rowley—at least, you don't if you think it out. That man always insults me or sneers at me or tries to cut my prices to ribbons. I call on him when I have my usual lines to offer. If I have any special value to give away I show it to the men who treat me with ordinary civility."

"Very reasonable, too."

"You see," went on the traveler with the special line, "a man like Rowley is a useful

man to me in some ways. Apart from all his rudeness he is really a very good buyer, and I am able to test my prices—that is my ordinary prices—by his purchases. I know then if I am in the market or not. I wouldn't dream of showing him a special cut line; it would be wasting the man. I fancy that a good many travelers treat him the same way."

This is an obvious truth. The buyer who gets known for his belligerent and unpleasant manner is scarcely the one to be favored by a salesman when there is a special job going cheap. The salesman likes to give any benefit of this kind to the trader who has a little gratitude in his nature. He does not like to waste it upon one who will sneer at him just as morosely this journey as next.

But there is worse punishment even than this.

"I have informed Mr. Roger Blank," wrote a traveler to his firm, "that if he desires to purchase my goods, he may do so by writing you direct, and that I shall not call on him again. I know you will uphold me in this decision. I suggest that should he write you, you send the current month's list plainly marked in red ink, 'There are no concessions or discounts whatever off this list.'"

The close buyer who is polite can do much. The close buyer who is rude soon finds himself under the curse of Ishmael: "His hand against every man and every man's hand against him."

His difficulty becomes great indeed. When some travelers will not call at all, when others take their best lines elsewhere, and when nearly every traveler who knows him enters his office with a grim determination, "he may be rude if he likes or he can have twopence off the price, but he shan't score *both* ways."

All other opinions notwithstanding, politeness pays a buyer just as much as it pays a salesman. There is practically no boycotting in business nowadays, but we can't cut human nature right out of it. There is no law forcing a man to give his best bargains to the person who makes him most unhappy.

The buyer cannot too clearly hold on to this essence of his art. He may hear all the arguments, inducements and seductive suggestions of the salesman. He may be doing right, too, in allowing them to influence him and even to alter a formed and considered opinion. But once he buys, it is his own act. There is no court of appeal beyond his own judgment, no one who can be blamed but himself if the decision is a wrong one.

To say to a salesman, or even to form the thought, "If you hadn't pressed me so much I wouldn't have bought," is really another way of saying: "I don't know my own business; I am incapable of making my own decision; I am not fit to be a buyer."

When the final "yes" or "no" is spoken, the salesman cannot be blamed. This does not mean that the buyer may not sometimes leave rather full powers to the salesman. Many excellent buyers do this as a part of their policy.

To leave human nature in business entirely to the selling department is a mistake. This must have its place with the purchaser.

When a salesman spreads out his samples, it is almost useless for the buyer to look at them unless one also looks at the man who has brought them. If he and his firm are known to be honorable and capable people, the samples and quotations have a different meaning from those of a man whose word is a

broken reed and whose character is colorless or worse, and who possibly represents a house as dubious as himself.

It is good business to treat all men with courtesy—especially salesmen. There are many traders who make no secret of the fact that they are kept in touch with the latest movements in their line of business, very largely thru the stream of information that flows constantly from eloquent commercial travelers.

A retailer added shop after shop to his original premises, and in each one made a new departure in his variety of goods.

"How do you learn all your different trades?" asked a friend.

"Quite frankly," was the reply, "I learn them from travelers. I have an instinct for retail business, but there are some technical details which do not come by inspiration. Salesmen gradually 'put me wise' on these, and experience does the rest."

Few buyers would feel much confidence if they had to learn their business in this way. Yet none the less the alert business man is always learning, and the salesman, as frequently as not, is his best ally in gathering up-to-date information for him.

To a large extent this custom has given place to a better method, and a clear statement of the regular days and hours at which the buyer may be interviewed is a familiar placard in many establishments.

There is another kind of inaccessibility that is not so easily broken down. This is the kind which belongs to the spirit and character of a man. Often intended to be business-like, it takes the form of curtness and sometimes rudeness. It puts the salesman at a disadvantage before he begins and results in lost time and ineffective interviews.

The fault does not always lie with the buyer. He is frequently a hard-worked man, with the unpleasant task of damping enthusiasm that pours itself over him thru countless hours. He has to meet a number of people with varying notions of their duty and to get them to "get a move on." Of late, too, his task has increased thru the growth of "scientific salesmanship" learned in college or thru a correspondence course, which, while probably useful in its way, is positively nerve-shattering to the man who wants to deal with thirty travelers before lunch.

The technically word-perfect traveler who knows his story by rote and who insists on going thru with it, and, if checked or thrown out, automatically goes back to the beginning and starts afresh, is rather devastating to the busy buyer. But the proper response is not a frigid slight, but a genial "Sorry, my friend I can only give you two minutes."

Card Systems for Stock Records

PRICE		COST		SELL		ADV.		PUB. DATE		PUBLISHER	
JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	INV.					
JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER						
JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	INV.					
JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER						
FROM 115	25M-11-8-20										

THE CARD RECORD USED BY THE BAKER & TAYLOR COMPANY

EVERY BOOK NEW OR OLD THAT THIS JOBBING HOUSE CARRIES IN STOCK IS RECORDED ON A BIG "VISIBLE INDEX." THIS INDEX REFERS TO A CARD RECORD ON FORM SHOWN ABOVE. IN THE SQUARES ARE RECORDED THE ORIGINAL ORDER, THE REORDERS, AND PERIODIC STOCK ACCOUNTS. THE GROWTH AND PROGRESS OF THE SALE WITH ALL DETAILS AS TO COST ARE IN THE HANDS OF THE BUYER WHEN THE SALESMAN COMES FOR A STOCK ORDER

PUBLISHER

AUTHOR

TITLE

NUMBER OF VOLUMES

PRICE

COST

DATE OF PUBLICATION

Date Ordered	Quantity Ordered	Date Ordered	Quantity Ordered

A RETAIL BOOKSELLER'S INDEX FORM

THIS CARD FORM DEvised BY CHARLES A. BURKHARDT, BUYER FOR E. P. DUTTON & CO., KEEPS THE LIFE HISTORY OF A BOOK IN CLEARLY READ DETAIL AND THE CARDS BEING FILED BY PUBLISHER ARE EASILY USED IN CHECKING UP A CATALOG FOR REORDERS. A FORM USED IN COLLECTING REPORTS FROM THE FLOOR IS SHOWN ON THE FOLLOWING PAGE

Publisher		Author	
No. of Copies	TITLE	\$	Price
		Vols	
		Vols	
		Vols	
		Vols	

NOTE: If more than one volume — indicate
If more than one edition — specify

Clerk's Initial _____

THE BUYER NEEDS PROMPT REPORTS FROM THE FLOOR

THE FORM HAS BEEN USED BY E. P. DUTTON & CO. TO GIVE THE BUYER SYSTEMATIC REPORTS OF BOOKS WHICH HAVE BEEN SOLD OUT ON THE RETAIL FLOOR OR FOUND TO BE NEEDED. THE CLERK'S RESPONSIBILITY FOR KEEPING UP A WELL ROUNDED STOCK IS VERY CONSIDERABLE AND THE USE OF A CONVENIENT FORM MAKES IT LESS LIKELY THAT SUCH REPORTING WILL BE NEGLECTED

Another Five-foot Bookshelf 504

FOLLOWING up Dr. Eliot's idea, and along the lines of Macmillan's Ladder Library, comes another "Five-foot book shelf," recommended by *The Sunday School Times* Company, of Philadelphia. It is a shelf for the Sunday school worker and dealer in religious books, consisting not simply of Sunday School Times' publications, but containing the best books on Sunday school methods and work, Bible studies, and child training, selected from the lists of fifteen publishers. The list was prepared by Hugh Cork, for many years connected with the International Sunday School Association, and now an editor of *The Sunday School Times*.

The ninety books comprising the "Five-foot shelf," assembled by Mr. Cork in a specially prepared trunk which he takes with him to the many conventions and institutes for Sunday School workers which he attends. The "shelf" is divided into five sections, the first covering the whole range of Sunday school work, is designated as the A. B. C.'s of the work; the books in the second section correspond to "first reader," and so on in each section until the harder and deeper subjects are reached. The "shelf" is well-balanced with books on history, organization, management, psychology, pedagogy, departmental problems, missions, evangelism, and Bible study.

The Kitchen Bookshelf

FURTHER promotion of the idea of the home bookshelf to include the practical books of household affairs is found on the *Tribune* Institute page which comes in the New York *Sunday Tribune*. In a recent number the subject was well stated as follows:

"Madame, how does your kitchen bookshelf grow? It is almost as important as your kitchen garden and certainly the books you plant in the former are partly responsible for the crop of good ideas, household progress and kitchen glory which grow with the seasons. If you are interested in adding to it, either in books on cookery, gardening, household management or other subjects related to the well-being of your home consult with the experts in the *Tribune* Institute.

New Members of French Academy

TWO new members have recently been elected to the French Academy, George Goyau and Emile Nolhac. M. Goyau wrote extensively under the name, Leon Gregorie. His last work is "The Religious History of France." M. Nolhac, for many years a journalist, is the author of a series of studies on Marie Antoinette, and several volumes of verse.

Straws Showing Which Way The Wind Blows

Foreign Exchange Conditions

IN the two countries with which the United States has the largest dealings in books, the change in money exchange during the past year has been greatly to the benefit of general trade conditions. Exchange with England is now at about 8% below par. This makes it much more possible for England to buy here and to keep trade balanced, which in the long run will improve the general total of transaction. Canadian exchange is less than 1% below par, an improvement of 1 point in the last month. Exchange with Germany is still at the very lowest ebb, but French Exchange has improved over last year.

Freight Shipments Show Gain

THE loading of commodities other than coal show increases over last year, according to a careful analysis made by the *Railroad Age*:

1919.....	2,362,310 cars
1920.....	2,675,832 cars
1921.....	2,349,883 cars
1922.....	2,771,674 cars

If the increase in shipments shown had occurred after the reduction in rates as has now been ordered by the Interstate Commerce Commission, those who had claimed that high rates had been preventing the revival of business would have attributed it to the reduction of rates, but it is obviously due to an improvement in general business conditions.

Trade Conditions

THE Chicago Federal Reserve District reports that the number of people employed in the month of May is 4.9 higher than similar months a year ago. General production in factories is 70% of full capacity as compared to 58% a year ago. The same district reports that "For the first time since December 1920 aggregate sales of department stores reporting in that district are ahead of the preceding year, and all but six firms show increases over the previous month." These gains in April are partly due to the later Easter, but the totals of March and April together are more favorable in their showing than the first two months of 1922. Further details from department store conditions show 2.3% increase over the previous year in Chicago and 9.6% increase in the amount of stock carried, the rate of turnover of the stock being 3.5.

The Federal Reserve Bank in New York district reports that department store sales for April 1922 are 2% larger than last year, which in turn were 15% ahead of 1919. The stocks on hand are 4% larger than last year.

Paper Prices

USING the average price per pound of printing papers, exports and imports, as a basis for estimating the rise and fall of the printing paper market, the National City Bank prints in its last bulletin the following statistics:

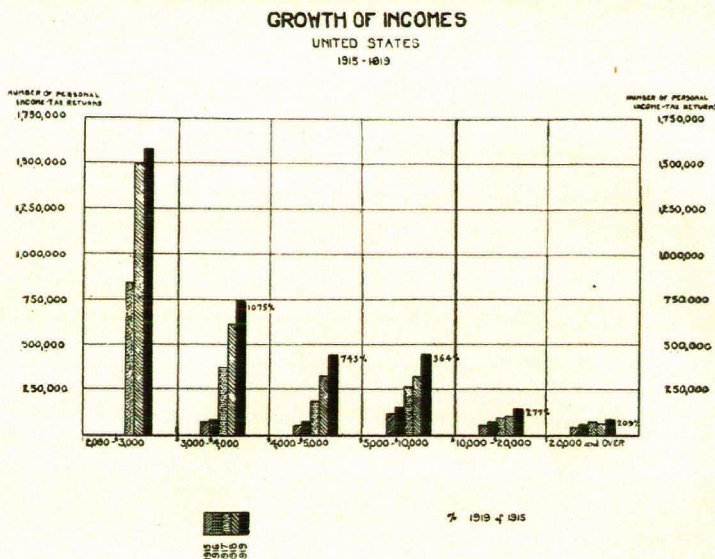
Printing Paper.....	1915	3.24	cents
" "	1916	4.31	"
" "	1917	5.45	"
" "	1918	5.66	"
" "	1919	6.97	"
" "	1920	10.21	"
" "	1921	10.81	"
" "	1922	6.66	"

These prices per pound do not indicate the average selling price in wholesale quantities, as the export and import figures represent largely big mill production, but they indicate the fluctuation and show that printing paper reached in 1920 a level of more than three times the starting point and fell to a level of about twice the former rate. The same bank, reporting on general business conditions, makes the following comment:

"The general business situation has continued favorable from month to month until confidence is now well established that the worst of the inevitable post-war depression is over. The recovery reflects the great recuperative powers which this country has within itself, but has been aided by a similar demonstration in other countries. Despite the seemingly almost insoluble problems arising from the war, and all the political controversies, racial antagonisms and half-baked social and economic theories that contribute to the confusion, the world has a tendency to a state of order. Prosperity is the fruit of a state of ordered, balanced and reciprocal industry, in which everybody works at rendering some service to others and gets his pay in the services which they render to him. Altho an appalling ignorance of mutual interests is constantly displayed, nevertheless people are bound to strive unceasingly to improve their relations with each other.

"The most potent general factor in the revival of trade has been the exhaustion of stocks, the wearing out of things in use, bringing consumers to the necessity of coming into the markets to supply their own wants and of selling what they might have to provide the means of purchase. The pressure of reciprocal wants gradually brings all branches of industry to the readjustments that have to be made."

Straws Showing Which Way the Wind Blows



Changes in Market Conditions That Affect All Industries

"COMPARING the year 1919 with the year 1917, we find there were nearly twice as many people who had incomes from two to three thousand dollars" says C. C. Parlin in *Printers' Ink*. "We find there were more than ten times as many people who had incomes from three to four thousand dollars in 1919 as had in 1917. We had more than seven times as many people with incomes from four to five thousand dollars; more than three times as many people with incomes from five to ten thousand dollars; more than two and a half times as many people with incomes from ten to twenty thousand; and more than twice as many with incomes of over twenty thousand dollars. The figures for 1920 when released by the Government are going to show still larger numbers of each of these various classes. I suspect that the figures for 1921 when available will show some recession, but it is very clear that we are not going back to the 1915 level. We have permanently increased, very materially, the number of people in each of the larger income classifications. The significance of that to you in your business is very apparent. The number of people who are in a position to buy the instrument you want to sell is vastly greater than it was before the war."

Commodities Starting Up

A SPECIAL summary of May 31st from the Federal Reserve Board reports that the general index number of wholesale prices compiled by the Federal Reserve Board shows an advance of two points as compared with the preceding month making it 149. The index number of the corresponding month a year ago was 146. This advance is due to the advances in the prices of agricultural products and the materials used in certain basic industries. Generally speaking, an adjustment of prices among commodities and industries is approaching a more normal relationship. Reflecting the improved conditions in agriculture and in many basic industries, retail trade exhibits an enhancement of buying power, returns being more favorable than those of recent months. The report says:

"In general terms it may be said that the 'peak' in the upward movement was reached in 1919-20 and that the prices at that time averaged from 75 to 200 per cent. higher than in 1913, and that the prices in the opening months of 1922 still average approximately 50 to 75 per cent. higher than those of 1913, tho in a considerable number of articles the 1922 prices are as low as in 1913. Of course, there are numerous exceptions to this general trend of upward and downward movements."

Straws Showing Which Way the Wind Blows

Postal Receipts Increase

AN increase of nearly 15% in the business of the Post Office Department during May as compared with the same month last year may be regarded as an indication of the increased prosperity thruout the country, especially as related to business. Especially large increases were noticed at

Louisville, Ky.	32%
Dayton, O.	27%
Brooklyn	24%
Kansas City	23%
Denver	23%
Des Moines	23%

Business Failures Decline

FAILURES in May as reported by R. G. Dunn & Company were 28% below the high point in the current year. As compared

with April there was a numerical reduction of failures of 9½% and of total liabilities 40%. May proved the smallest month since last September. Failures have been unusually frequent since October, and this recession may promise further declines.

Western Trade Still Grows

THE New York Times of June 11th carries from its Western correspondent the following comment on general merchandising conditions:

"The semi-annual pre-inventory sales of dry goods and merchandise resulted in a larger business than last year, and road sales exceeded those of the previous week, altho somewhat less than in 1921. There is still a strong tendency not to overstock, altho retailers here the past week expressed great confidence as to the future."

The Ideal Buyer

By One Who Has Sold

IT seems a rather curious and difficult task to assign a publisher, that of defining the "ideal buyer."

The temptation, obviously, is to delineate this delightful person as one whose faith in, and purchase of, the various publications of said publisher quite measure up with the latter's expectations.

While human, such a definition would be unjust. We evidently are on different sides of the merchandising fence.

On the one hand, or one side rather, the buyer has seen so many well-touted books "fliver," so many monuments pile up, gather dust, and even propagate, that he finds it hard to react to any enthusiasms except that of a continued and active demand on the part of the public—after the book is out.

On the other side, the publisher mourns over the indifference on the part of the buyer to some very worthy and lovely pieces of literature which later are found to be enduring.

Too frequently, the publisher feels, the buyer is unwilling to co-operate in a new venture, to meet him half-way, to do anything but play the sure things.

So you have both points of view, each with truth in it. It would, therefore, seem a fair definition to say that:

The "ideal buyer is he (or she) who maintains the truest balance between turnover and stock; commercial instinct and abstract literary

enthusiasm; prophecy and past experience; reliance on his own judgment and courteous trust in the publisher's; and between his bank account and his pride in and love for his profession.

A noble one, too, it is.

There are some "ideal buyers" fine fellows, too. All honor to them!

May their tribe and their bank accounts increase!

"Take Along a Book"

THE effect of the summer slogan of the bookselling campaigns appears in one of the recent syndicated articles of H. Addington Bruce, headed "Vacation Days." Among the items of advice offered by Mr. Bruce are: "Take along sensible clothes for tramping thru rough country. Take along some good fiction, and most certainly take along a few simple books on birds and trees and wild flowers that will really help you get acquainted with nature. If you have never had any real acquaintance with nature before, a rare treat is in store for you."

THE INDIANAPOLIS Public Library has established a Paul Lawrence Dunbar Branch, thus connecting the name of the great negro poet with the extension of book service to his race.

The Chicago Book Fair Directory

NOTHING seems able to change the habits of bookmen. It has become a tradition with most of those who cover the Chicago Book Fair to show their lines either at The Palmer House or at the Congress Hotel, in July. But let it not be supposed that the choice of either of these hotels has no significance. As a rule the "old timers" and the men with keen competitive lines choose the Palmer—while the sellers of strictly copyright lines rather prefer the Congress.

The travelers who cover Chicago regularly

are mainly the veterans of the road. The occasion of a "Book Fair" commands the services of the salesman of record, the man who, thru years of training, is thoroly groomed for the race for big business. A few yearlings, representing the newer publishers, will be in the line-up for a share of the stakes. Among those who will make things hum this year at the Palmer House and at the Congress the following have made reservations and will be part of the busy hive in the early weeks of July.

Appleton (D.) & Co., Emil Heikel, Auditorium Hotel.
 Association Press, W. P. Blessing, Presbyterian Board of Publication.
 Atlantic Monthly Press, James L. Crowder, Palmer House.
 Barse & Hopkins, J. H. Hopkins, Palmer House, Room 240.
 Bobbs-Merrill Co., T. F. Mahony, Congress Hotel.
 Boni & Liveright, James L. Crowder, Palmer House, Room 315.
 Brentano's James L. Crowder, Palmer House, Room 315.
 Brown (Nicholas L.), F. J. Sloane, Palmer House.
 Burt (A. L.) Co., Theodore A. Jasper, Palmer House, Room 222.
 Cosmopolitan Book Corporation, Leon Archer, Congress Hotel.
 Crowell (Thomas Y.) Co., George R. Hobby, Palmer House.
 Cupples & Leon Co., M. F. Gallon, Palmer House.
 Doran (George H.) Co., H. Rochester Drake, Palmer House.
 Dorrance & Co., F. J. Sloane, Palmer House.
 Duffield & Co., F. J. Sloane, Palmer House.
 Feely (W. J.) Co., John Coakley, Palmer House.
 Gold Medal Library, F. J. Sloane, Palmer House.
 Harper & Bros., Adam Burger, Congress Hotel.
 Holt (Henry) & Co., Stanley Walker, Congress Hotel.
 Hurst & Co., Louis M. Levy, Palmer House, Room 324.
 Little, Brown & Co., Frank Jones, Congress Hotel.
 Lothrop, Lee & Shepard Co., L. W. Adams, Congress Hotel.
 Macmillan Co., W. R. Kohr, J. G. Hamer, C. F. Hilts, F. D. Knapp, Congress Hotel.
 McKay (David) Co., Alex. McKay, Palmer House.
 Martin's (John) Book House, James L. Crowder, Palmer House, Room 315.
 Nelson (Thomas) & Sons, G. F. Bachmann, Palmer House, Room 323.
 Oxford University Press, Korbelt, Palmer House.
 Page Co., Wm. Cameron Robinson, Palmer House.
 Penn Publishing Co., Frank W. Shoemaker, Congress Hotel.
 Rand, McNally & Co., Harry M. Lamb, Frank Koopman, Joseph E. Goodwin,
 536 So. Clark St.
 Reilly & Lee Co., Wm. F. Lee, S. H. Darst, Palmer House.
 Seltzer (Thomas), F. J. Sloane, Palmer House.
 Standard Publishing Co., T. B. Booth, Palmer House.
 Stanton & Van Vliet Co., William Stitt, Palmer House.
 Stewart Kidd, James L. Crowder, Palmer House, Room 315.
 Stell & Edwards Co., W. M. Edwards, Palmer House.
 Sully (George) & Co., Geo. Sully, Palmer House, Room 352.
 Warne (Frederick J.) & Co., James L. Crowder, Palmer House.
 Williams-Barker Co., F. J. Sloane, Palmer House.
 Winston (John C.) Co., B. F. Hitchens, W. O. Shepherd, Palmer House, Room 308.

To the American Booksellers' Association

Office of the President,
Washington, D. C., June 17, 1922.

TO Our Five Hundred Members:

Just five weeks have passed since the end of the Washington Convention—just far enough away from it to consider its effects in a calm and unprejudiced way.

The judgment of all who attended and even those who have read of it, is that it was the most constructive—inasmuch as we adhered very closely to the convention theme selected—the most harmonious—for never before have the publishers and booksellers mingled with such a spirit of “oneness” and hearty co-operation—the most enjoyable—for we were blessed with ideal weather conditions which enabled us to take advantage of all the entertainment offered, in the most beautiful city in the world, our National Capital.

And we have reason to be proud—for the first time in the twenty-two years' existence of our Association, *we—the booksellers of America—have financed our own convention—obtaining the best that the city afforded.*

I wonder how many of you, having returned to your homes, have given any further thought to the real work of the year so auspiciously begun? I am confident that, during the convention, were each one of you asked for your special cooperation, you would have heartily given it. We did not make a personal appeal at that time but we are doing it now. To accomplish “big” things we must have an increased membership—by hearty cooperation we can accomplish anything! *And just as surely as you were promised a full moon for the Potomac trip—just so surely are we going to double our membership during the present year—and you are going to do it!* I want everyone who attended the convention, who is not a member, to *join now*—and you, who *are* members, to pledge yourselves to secure *one new member at once*. Then will we know that you are appreciative of what has been done and what we are about to do! The yearly dues are but \$10.00, and \$5.00 for associate memberships—just think, *only one and one third to less than three cents a day!*

With a *thousand members*, we can double our activities—whatever we undertake, and whatever appeal we make, the influence of a large membership will be felt.

Mr. Stanley G. Remington of the Norman Remington Company of Baltimore, Md. is the enthusiastic chairman of an enthusiastic membership committee. Please get in touch with him, *now!*

Just to think—if each of our 500 members secures just *one new member*—we'll have our quota immediately. It's easy—just cooperation, that's all! Your officers are going to work for you and you are going to work with us—for increasing efficiency—profit and good will in our chosen profession.

Sincerely yours,

SIMON L. NYE.

President.

The Cost of Doing Business

THE *National Association News*, published by the National Association of Stationers and Manufacturers of the U. S. A., printed in the May number a paper on “The Cost of Doing Business,” with figures based on a questionnaire sent out to stationers. The paper was written by Fletcher B. Gibbs, of Chicago. It is interesting to study these figures based on an allied industry, therefore a few paragraphs from the paper are reprinted here.

“Early in this year of 1922 we mailed to every dealer member a questionnaire on the Cost of Doing Business. On account of the set of cost finding blanks sent to every member a year ago, we felt confident that we would receive a large number of returns. I am sorry to have to report only a few over fifty out of

a possible 900. The other 850 members either

- (a) Have not closed their fiscal years,
- (b) Are disinclined to disclose their figures,
- (c) Are unwilling to undertake the trouble of making out a report.

“However, those that have been received are fairly representative of the industry. They come from dealers both large and small and from widely scattered localities. A careful survey of the fifty-six replies received to date reveals the following interesting information:

The average percentage of gross profit reported by 47 dealers is.....	36.87%
The average percentage of the cost of doing business reported by 56 dealers is	34.17%
The average percentage of net profit reported by 13 dealers is.....	6.43%

The average percentage of net losses reported by 13 dealers is..... 6.47%

The average percentage of net profit reported by 40 dealers who gave actual figures—and not percentages only—28 of whom showed gains and 12 losses, is 3.16%

The average percentage of increase in rent reported by 30 dealers is..... 71.29%

The average number of times stock is turned reported by 46 dealers is.... 2.89%

"A great many houses reported serious losses on the year's business; those whose books showed profits reported percentages running from 2/3 of 1 per cent up to 19.16 per cent.

"The fact that only a little over 6 per cent of our dealer members responded to this questionnaire and that a large percentage of the reports which were sent in were of a very unsatisfactory character, very clearly indicates the urgent necessity of improved cost accounting systems.

"The Federal Trade Commission has definitely stated that the efforts of a trade association to educate the individual member in the application of sound principles of cost accounting in his individual business, are *proper*. But that any subsequent effort of the association to reduce the individual costs to an average or uniform cost basis, and to procure the use of the group standard as a basis of price making by each of the individuals in the group, is *improper*. The individual must fix his own cost and his own margin. The group may not attempt to substitute a group average or standard—either of cost or margin—for the individual's figures without being in peril of becoming an unlawful combination.

"Under these circumstances there are many things for the retail stationer to do, but the one that he must do first is to take immediate steps to install a system of bookkeeping that will enable him to keep an accurate record of his cost of doing business."

A Short Cut to More Sales

THE June 8th issue of *Printers' Ink* contained the following sales plan outlined in an editorial:

"A salesman for a house making a nationally advertised product in the building line made an analysis of one week's work. He timed himself while in the presence of his prospects to find out what he said there. The sales manager had told him that what he said was as important as being in the presence of his prospect. The salesman's analysis showed that almost 80 per cent of his time was spent in convincing his buyer that he sold a high quality product made by a house of good standing that could be relied upon to keep

its promises. Conferences with his sales manager after this analysis made him try an experiment looking toward a short cut to sales.

"He sent a letter about his company, together with a reprint of its most recent advertisement, to each of the men he was to call upon during the next week. The company's large output and its exceptional ability for making quick deliveries in all parts of the world were emphasized in the advertising. When the salesman made his next week's calls he talked only about service. He took it for granted that the advertising and the letter had sold prospects on the background. He tried concentrating on selling the merchandise and the service of his house, instead of spending most of this time on introductory conversation.

"At the end of the week he found that his percentage of sales from the prospects called upon had gone up 2 per cent.

"He is still working the new plan."

Retailing Selling Courses

FROM many directions there come indications that there is an increased attention to retailing as a business to be prepared for and a demand for those that will train for retail management and retail selling. Mr. Macauley, the Detroit bookseller, calls attention to a hearing given before the Retail Merchants' Bureau of the Detroit Board of Commerce on the subject of "Training for Retailing." Miss Leila E. Gerry, the representative of the Cass Technical High School, stated that, with the proper backing of retail merchants, Detroit will institute a four year high school course on retail selling. He urged an appointment of a committee of merchants to discuss this matter. Mr. Macauley comments on this proposal as follows:

"It certainly shows a widespread interest in the subject of retail salesmanship, even though not allied to our particular line. It should do a great deal to raise the standard of efficiency in retail selling. It is a favorite indoor sport to criticize retail bookselling, but my observation has been that our handling of customers is better than that in most other lines. The reason of criticism can only be that more is expected of the bookseller."

Egan Quits Committee

MAURICE FRANCIS EGAN former Minister to Denmark, has resigned from the Knights of Columbus historical commission, which is undertaking to revise American history. Mr. Egan, it was said, had resigned thru "pressure of work."

The place left vacant by Mr. Egan has been taken by Dr. Joseph Dunn, professor of ethics at Catholic University, Washington, D. C.

Current Clippings

A Week's Gleanings of Book-Trade News

TONY SARG has made six most engaging drawings of "the way folks should stick to the summer reading habit—regardless!" three of which are here reproduced. These are used by *The Independent* to advertise its Summer Reading Number of June 24th. This number will also have a Symposium on "What I'm Going to Read This Summer," by notables from Babe Ruth to Judge Oliver Wendell Holmes.



SUMMER READINGS

AMONG THE PLAYS promised for the ensuing dramatic season are Eugene O'Neill's "The Fountain," a play of the Ponce de Leon period in which Lionel Barrymore will star; a new Booth Tarkington play, "Cunel Blake," which it was once planned Lionel Barrymore would play but which will have Alfred Lunt in the leading role; and A. A. Milne's "The Romantic Age."

ONE OF THE MOST versatile of modern authors is Dr. Edwin E. Slossom, one of the two authors of "Plots and Personalities." He is editor of Science Service at Washington, and he was formerly managing and literary editor of the *Independent*, and associate at the Columbia School of Journalism. His book of popular science, "Creative Chemistry," is extremely successful, selling nearly one hundred thousand copies. Other well-known books of his are "Major Prophets of Today," "Great American Universities" and the "American Spirit of Education."

HUGH LOFTING has written another Dr. Dolittle book which will be published in the fall, "The Voyages of Dr. Dolittle." (Stokes.)

SPACE on the front page of several New York newspapers was devoted recently to Camille Flammarion's statement that he possessed sure evidence that the soul survives the disintegration of the body. The new book of the distinguished astronomer, "At the Moment of Death," is the second volume in his trilogy on life after death and is said to contain hundreds of well authenticated cases of communication with the dead.

SIR ARTHUR CONAN DOYLE said recently that he is about to create what he believes will be a worthy successor to Sherlock Holmes, whom Sir Arthur thinks too old to interest the present generation. "Just what my new character will be I do not know," said Sir Arthur, "I never try to force my thoughts. I feel sure, however, that my next character will not be a detective. I will break new ground."

A WRITER in the *London Evening Standard* tells a story worth repeating. The author of a recently published first novel was asked by one of his acquaintances for a copy on the following grounds: "You get free copies from your publisher. If you give me one I will pass it on among all my friends for them to read." The writer adds: "I also write books. Not so long ago a man in an East Anglian town, a tailor, to judge from the bill heading on the paper he used, wrote telling me how he admired my work and if I would send him six of my best books autographed, he could assure me they would have an honored place in his library. My reply was that if he would provide me with six pairs of trousers they would have an honored place in my wardrobe. The correspondence then ceased."

PUTNAM'S announce that the new volume by the author of "The Mirrors of Washington" will be called "Behind the Mirrors" and will discuss issues rather than personalities. The new travel book by George Chappell, author of "The Cruise of the Kawa" will be called "My Northern Exposure." The latter book will be published this fall.

THE MONEY-BACK-if-not-satisfied principle has been applied to books by Huebsch. The advertising for "The Hounds of Banba" by Daniel Corkery reads: "Enjoy the sensation of a first meeting with a great teller of tales. Booksellers are hereby authorized by the publisher to return your money (\$1.50) if, within a week, you are dissatisfied with your purchase."

Reminiscences of a Book Scout

By Joseph Jewett Barton

X. A Picture of New York

IN a little town in Jersey, not so very far away from New York there once dwelt a man who was a member of a Democratic National Committee; and he also kept a saloon; and he died.

I was walking down the main street of that little town one very hot afternoon, and I went into the saloon that he used to keep, and bought a glass of beer. I have a roving eye, and I saw on the wall opposite the bar, way back in the corner next to the partition that separates the little back room from the rest of the place, an old print. After I had drunk the beer and while I was waiting for another one, I went over and looked at it, and I said to the bar-keep, "What is the use of having a picture hanging back there in a dark, dirty corner? If I owned that picture I think I could clean it up, and hang it where it would be enjoyed."

To this the dispenser replied: "Well, I tell you, friend, that thing ain't no use to me or anybody else. The boss he died last week and that picture has been hanging on the wall for a good many years! If you want it, you go up to the house and tell his widow and perhaps she will give it to you or sell it cheap. Yes, thanks, I'll take a small one."

I blame all my ensuing stupidity to those few small glasses of beer, plus the summer heat.

I went to see Mrs. S., and there were autograph letters signed by Grover Cleveland and everybody Democratic, framed and hanging on the wall. She told me that she did not know anything about the picture, but she did not think it would be of any interest to her, and if I would like to have it she guessed she would sell, and wanted to know how much I would give for it. I told her I thought five dollars, in its present condition, would be a fair price.

Naturally, being a woman, and never having seen the picture, and knowing nothing of its value, she immediately said, "O, I wouldn't think of selling it for less than seven dollars and a half," so with a properly modulated, apparent reluctance, I gave her the seven-fifty.

I suggested that she give me an order for the print, and I took it back to the saloon and was wrapping up the picture in a couple of newspapers, when a young man thirty to thirty-five years of age came in and walking over to me, said: "Are you the gentleman whom Mrs. S. sold that picture to?" and I admitted that

I was. "Well, she has no right to dispose of it; in the first place, she is a second wife and there are children by the first wife, and Mr. S's will has not been admitted to probate, and as a matter of fact, Mrs. S. does not know whether this picture belongs to her or not. So I return your money, and you must leave the picture."

The toxicologist came out to the end of his counter and looked the stranger over with a puzzled frown, then he looked at me, and I looked at them. Nobody said a word more; and, after a short deliberation of the case, I put the seven-fifty back in my pocket, with the other one's and two's.

It was a very warm day in August, and my prâna was low, and I kept on the shady side of Main Street as I started for home.

Somehow, I cannot forget the color in that print. The sapphire hue of the bay, the rich dark greens of the foliage, and breaking thru the various shadings of gray cumulous clouds, patches of clear blue sky. Old Castle Garden was out in the river, somewhat as it is represented on a Lafayette platter. Altogether it was one of those things that would impress even the merest novice, that here was something real.

Of course I have regretted the loss of that print, but we cannot expect success in every venture, and doubtless the occasional tang of defeat stimulates us to more careful efforts in the future.

At any rate I dug the print out of dinginess and obscurity; I gave it a larger and more appreciative world, and for consolation I liken myself to the man who caused two blades of grass to grow where before there was only one.

Last week I spent a couple of days chasing a bookish "Will-o'-the wisp" all around Morris County. I did not trap him, and when I reached home I was very tired. Under these circumstances I frequently dream.

In my dream I was walking down a crowded street in a large city. It was springtime, and spring with all her vagaries and passions seemed about to indulge in a hysterical shower. So I dropped into the nearest place of interest, which happened to be a print shop, to wait its passing.

A man waiting on a customer had a face that somehow looked familiar. As he stood there talking and making gestures, it all came back to me. I could see him on that hot August

afternoon, coming thru the saloon door, with my money in his hand, and then telling me how Mrs. S., regretted she had found she could not sell the picture. That fellow that I met in the saloon was not a lawyer, he was a print dealer who had heard of the picture, and I had beat him in interviewing Mrs. S., by about a half hour. When he found I had bought the print, and while I was eating my lunch, he talked her into the idea of selling it to him for

twice the money. With points from her he had framed up that glib line of conversation, on the way down from the house to the saloon, and I had let him get away with it.

When the customer went out, he turned and stared at me a full minute. Then with bent head he walked slowly over to the safe, opened a drawer and handed me a big bunch of bills.

Dreams—peculiar things!

Year Round Summer Material

THE Year-Round Bookselling Committee is sending out a News Sheet which appearing just before the Summer Campaign is designed to increase the usefulness of the campaign material by timely suggestions to dealers of some of the means of using the material to the best advantage. This News Sheet Suggests:

Posters—Use these in your windows and in other store windows if you can get permission. These posters are designed to catch the eye of the person who is not used to buying books. They lose half their value when placed inside your store. Get the posters, and the books you display with them to pull people into the store. Use extra copies inside if you wish, but put the first copy of each poster into your window. Preserve posters for future use. The photograph "Will the New Home Have Books?" is just as appropriate for October weddings as for June. Extra posters are free; extra frames for posters at cost, 70 cents each.

Window transparencies—"Take Along a Book." Place one in your door, surely. Others in your windows. Appropriate if pasted on the glass counter or case in the store, in stationery or office supplies department, may make a "plus" sale. Useful for news-stands selling books.

News Sheet—One copy for reading and filing, one copy for clipping, sent to each dealer. Be sure that your clerks read and discuss the suggestions. (Extra copies on request.) From time to time put the development of some idea in the News Sheet into the hands of one or another clerk. Let him work out the idea—window displays, newspaper advertisements, circulars, special mailing list, sales talk. His interest will be keener and sales will increase. Individual development comes thru responsibility.

Use the clip copy in taking a suggestion, press release or advertising copy to local newspapers. The advertising manager can give you better service if he understands your merchandise.

Enclosures—Valuable enclosures have been sent to you with the News Sheet, by courtesy

of the magazines contributing the articles: reprints of the poster editorial "Take a Book to Camp" from *Boys' Life*, July, 1922; "It is Ideas that Sell Books" *Atlantic-Monthly Bookshelf*, June; "A Unique Hope Chest," *Woman's Home Companion*, April; copies of editorials on bookselling quoted from newspapers thruout the country; copies of the Committee's press releases sent to over 200 newspapers, based on the seasonal features of the Year-Round Plan. These should not stop at your desk, but should be passed on to clerks to read, should be placed in your window, taken to newspaper editors, scout executives, school principals and teachers, and talked about to groups and individuals who might be interested in the books they suggest. Each enclosure we send to you should supply you with seasonal selling talks.

Card reproductions of posters—Useful if locally printed as postcards with an invitation to visit your store, or with a list of specific books on the subject pictured. Enclose in mail or in packages of books sold. Print your own list and address on the back so that the card will bring people to your store. Cards 3½ x 5½ inches, reverse blank, are sold at cost. The following are now available:

Find It in Books! (silhouette of man reading)

Books give information, knowledge, power.

\$1.00 per hundred, including postage.

Books for the Week-End (summer window card silhouette, illustrated in *News*, June 1)

\$1.00 per hundred, including postage.

Back to Nature Books (in two colors)

\$1.35 per hundred, including postage.

Electros and Mats—Electros and mats of posters available at cost for use in your newspaper advertisements and circulars.

Electro, 1¼ inches diameter, circular sign "Take Along a Book," 70 cents; mats, 1 column wide, "Take Along a Book," (poster).

"Books for the Week-End," and "Do You Buy a Book a Week." cartoon at cost, 15 cents each. Order now.

Fall Slogan:

EVERY REAL HOME HAS BOOKS

A Dramatic Figure in Book Publishing

A Tribute to Horace Everett Hooper

ON June 13th, Horace Everett Hooper at the age of sixty-two died of heart disease at his home in Bedford Hills, New York. This ends the life of one of the outstanding figures in publishing and book merchandising of this country and Great Britain. No more dramatic story in publishing could be told than that of his various enterprises from early subscription business in this country to the time of the publishing of "The Encyclopedia Britannica" in its 11th edition in partnership with Walter M. Jackson, whose career has had the same dramatic interest. The careers of these two men were separated in 1909 after a disagreement about the program for the extension of their enterprises.

Mr. Hooper was a man of extraordinary imagination and vision and had remarkable confidence in the public's desire to absorb important books in large quantities. Undoubtedly hundreds of thousands of homes, not only in England and in the United States but in many scattered English-speaking countries, have on their shelves important reference sets as the results of his enterprises and the work of his partner. Under his imaginative touch the old forms of subscription selling took on a new form, and books of undoubted value were sold at reduced prices on long extended payments with profits coming from the great number of sales.

It is said that he hit upon the idea of small payment selling when employed by a publisher in Chicago who had on hand a large remainder of a standard work of reference. Mr. Hooper persuaded the firm to offer the books in their Christmas advertising on easy terms, and there resulted a great increase in sale.

At about this time, "The Century Dictionary" which had established its great reputation had exhausted its sale among those that could afford the original price, and Mr. Hooper undertook to plan the marketing of the reprint, which was done thru the selling energy of John Wanamaker's book department.

Mr. Hooper's first connection with the London *Times* was in 1897 when he first suggested new ideas of advertising that were used in the selling of a German atlas at a popular price. He and Mr. Jackson were associated in London with James and George Clarke, famous names in the publication and sale of subscription books. The publishing was carried on under the name of Clarke Company, Ltd. In March of 1900 Hooper and Jackson bought out the Clarke interest and continued their growing enterprises under the partnership of

Hooper and Jackson. It was during the period from 1900 to 1902 that they acquired the most important of the assets that developed under their control, that of the copyrights and trade name of "The Encyclopedia Britannica," which in its ninth revision of some twenty-five years before, was still being marketed in small quantities by A. & C. Black of London. Encouraged by the experiment with the German atlas, the *Times* agreed to the sales plan using its name, and the reprints of the ninth edition, called "The London *Times* Edition" were sold at about half of the original price, a sales venture which created a tremendous interest in London publishing circles and was backed by forcefully planned display advertising. Other enterprises developed, some of which were marketed thru newspapers or in the name of the Grolier Society, a name which Mr. Jackson afterwards used as the publishing name for his "Book of Knowledge."

During 1902 and '03 Hooper and Jackson had ready for publication a supplement of eleven volumes to the ninth edition, bringing the material up-to-date, and this was copyrighted both in England and America and sold to subscribers of the ninth edition and also as a complete set with the old volumes. This was considered by them as a preliminary to the getting ready for a complete revision of the whole work, which they had ready eight years later.

In the meantime, in 1902, owing to provisions of the English Tax Law, the affairs of Clarke Company, Ltd. were liquidated, and English and American companies formed to take over the business. The English company was known as Hooper and Jackson, Ltd., and the American company as The Encyclopedia Britannica Company, a New York corporation. \$100,000 was drawn from the business to become the operating capital of the English concern, and the remaining assets were conveyed to the New York company for the issuing of \$1,000,000 in bonds and \$500,000 in capital stock. The concern carried on many fights against the infringement of copyright of the Britannica. In 1903 the Illinois Company was formed under the advice of counsel to take over the assets of the New York corporation, and this new company took over the copyrights which had been held in trust by A. & C. Black. The stock of the new company was divided equally between Mr. Hooper and Mr. Jackson with one share each placed with five other men for organization purposes, so that neither owned a majority of the stock. H. B. Burrows of Burrows

Brothers Company became associated with the business later, and on the opening of the large office on Thirty-Third Street in 1908 was established as American representative.

In preparation for the well-laid plans which they had for editing and marketing an eleventh edition of the *Britannica*, an arrangement was made with Cambridge University that this issue should be announced under the name of the Cambridge University Edition.

A large force of editors was gathered and detailed plans developed for perfecting every department under the most authoritative writers, English and American. In January, 1908, while this plan was being developed, came the public announcement of the proposed change in the control of the *London Times*, which was regarded by the partners as likely to impair the value of a contract which they had for advertising and marketing this new edition. They had spent a vast amount of money on this contract, estimated at half a million dollars and, to secure this interest, they contemplated becoming associated with the *Times* ownership, or as Mr. Hooper thought, taking over the *Times* to become part of their enterprises. By March of that year negotiations were completed by the two partners which put the control of the *London Times* into the hands of a limited liability company which three months later, owing to differences among the members, was again transferred, this time to the management of Lord Northcliffe.

It had been Mr. Hooper's desire to organize a large corporation for the control of the *Times* with a security offered to the public, but Mr. Jackson had objected to this as hazardous. The new proprietors entered into further contract with Hooper and Jackson, giving them the right to publish and sell exclusively such subscription books as were agreed upon. A month later, in July 1908, there came further disagreement between the two partners as to their joint undertakings and Mr. Hooper's plan for the development of the eleventh edition and its sale to all parts of the world by raising \$1,500,000 on their joint assets was also objected to by Mr. Jackson. Mr. Hooper then offered Mr. Jackson the entire responsibility after their assets had been liquidated. A few months later the partners met in New York, and Mr. Hooper offered his interest in all enterprises for \$2,000,000. Mr. Jackson declined, and Mr. Hooper then proposed that he (Mr. Hooper) should be given sole charge, but Mr. Jackson also declined. Mr. Hooper then assumed control thru the votes of the minor stock holders, and Mr. Jackson brought suit in the New Jersey courts, which brought the whole situation to public notice. There was

long litigation, eventually won by Mr. Hooper, when in 1912 the Supreme Court decided that Mr. Hooper did not have to pay \$6,000,000 to Mr. Jackson for his share in "The Encyclopedia" enterprise. Thereafter Mr. Hooper remained in undisputed control.

While this litigation had been going on, the campaign of sale for the eleventh edition had been carried out with truly remarkable success. The planning of this campaign and its systematic development showed more than any one thing the remarkable imagination of Mr. Hooper and his confidence in large enterprises. The canvass was made wholly thru the mails with reliance on tremendous display advertising, elaborate and detailed prospectuses. The mail matter sent out was more elaborate and expensive than ever used on similar efforts. A very effective part of the campaign was the realization of the sales value of the *India* paper appeal with the result that a very heavy percentage of the sales was in that form. Tremendous problems in manufacture were faced, it being difficult to find printers who could competently handle *India* paper in such large runs.

The campaign was planned to end twelve months after its conception, and as the months went by, the closing date was kept steadily before the public. Such a method meant that by the time ten or eleven months were over, the outlay for promotion had been tremendous and still out of proportion to the result. As the closing date for the low price approached, the cumulative power of the campaign began to show up with a final total that equalled or exceeded the publisher's fondest hopes.

Some years after the smaller size reprint was planned, photographed on a small scale without resetting of type, and marketed this time thru the Sears Roebuck Company. Sears Roebuck were owners of the stock connected with this new effort, and later became owners of the majority stock of "The Encyclopedia Britannica Company" which owned the rights to the large and the small editions.

Besides this "Britannica" enterprise with its tremendous growth, the firm of Hooper and Jackson was responsible for the development of the *Times* Book Club in London, which entered the field already held by Mudie's, Boots' and others. They used the great prestige of the *London Times* for its advertising and injected new vigor into the circulating library movement by promising to supply new books as wanted and to sell the old books to subscribers at reduced prices. The English publishers were understood to have welcomed this new stimulus to book circulation, and promised thru Mr. Hooper to spend increased funds in book advertising in the *London Times*. Later the Book Club came to

war with the rest of the London trade thru criticism of their plan of selling the worn books at reduced prices. Macmillan & Company brought up the issue when the Book Club placed quantities of the "Life of Churchill" among their clean-up stock and a book war ensued that attracted wide attention in the English book-trade periodicals.

The scope of the transactions involved in these various enterprises made Mr. Hooper's career a spectacular one in book publishing. It probably should be read side by side with a detailed account of that of Walter M. Jackson, his former partner, a man of equal power and vision.

Mr. Hooper was born in Worcester, December 3rd, 1859, a descendant of some of the earliest settlers of New England. He was educated in Worcester public schools, and at Princeton Preparatory School. It was in 1893 that he entered the book business as representative in Denver of the Western Book and Stationery Company. Two years later he organized "The Century Dictionary" sale for the State of Colorado. It was with this training that he entered into the wider field described above.

Women's National Book Ass'n

THE last meeting of the season of the Women's National Book Association was held at the National Arts Club, New York City, June 8th. Miss Belle M. Walker, the president of the Association, opened the meeting. Miss Walker pointed out that at the recent Booksellers' Convention in Washington 143 of those registered were women. There were three speakers at the meeting, all authors, this being authors' year in the Association's program. The first speaker was Mrs. Sophie Kerr Underwood. Mrs. Underwood spoke chiefly of the work of the late Samuel A. Derieux, praising the dog story "Frank of Freedom Hill," recently published by Doubleday, Page & Co. The second speaker was Mrs. Emma Beatrice Brunner, author of "The Personal Touch," published this spring by Brentano's. This is Mrs. Brunner's first novel and it received its name from the effect of the different personalities with whom the hero comes in contact. Mrs. Brunner told of her work as a newspaper reporter and something of her work as a playwright. The third speaker of the evening was Edgar A. Guest, who read from his poems and a verse included in his recent prose volume, "Making the House a Home." Thru the courtesy of the publishers, Reilly & Lee and Doubleday, Page & Co., copies of "Making the House a Home" and "Frank of Freedom Hill" were presented as souvenirs of the occasion.

Maquet Heirs Get Half of Dumas Royalties

THE Paris courts have decided a case which has aroused much interest in the literary world, ruling that the heirs of Auguste Maquet have a rightful claim to 50 per cent. of the royalties on the sales of the works of Alexandre Dumas since 1908. A committee of three experts was appointed to establish the amount which the heirs of the author of "The Three Musketeers" must pay over in arrears. The further claim that Maquet's name should appear in all future editions was unsuccessful.

Auguste Maquet was a collaborator of Dumas and proof has been produced that he wrote part of Dumas' novels. A historian, Maquet was unable to write novels owing to his inability to write dialog. He supplied Dumas with the skeleton of whole novels as well as aiding in their development.

The men were close friends, but the Paris court says, "The disorder of Alexandre Dumas' affairs always was such that despite the bonds of sincere friendship binding him and his collaborator, he never paid Maquet the share of royalties due him."

"It will be surprising for most people to learn from a Paris dispatch that royalties are still paid on the books of Alexandre Dumas, and that 50 per cent. of this money must go to the heirs of Auguste Maquet, because of the essential part played by him in the production of those deathless romances," says the *New York Times*.

"It long has been known, of course, to many—to everybody who has read the literary annals of Dumas' time—that he had help in his work, and it has been more than suspected that to some of the books called his he contributed little more than his name. That none of them were wholly his—that half the proceeds belong by right to a veiled assistant—gives something of a shock to most of his innumerable admirers.

"They need not be worried—need not mitigate their wonder at the great mulatto's achievements. What Maquet did, and his heirs claim no more, was to provide the historical bones for Dumas to clothe with living flesh, coursed by veins filled with the reddest of blood. His glory, therefore, was fully earned, and he had quite as much right to utilize the knowledge of a learned historian, which Maquet was, as to gather his facts from published books, as do the writers of other such stories."

It is reported that Will Rogers, the popular movie artist, has been trying his hand at writing verses. A veritable poet-lariat!

—Keith Preston, in *Chicago Daily News*.

Communications

LIBRARIES SELL BOOKS

June 12, 1922.

Editor, PUBLISHERS' WEEKLY:

This story has just reached this office:

A librarian had given a reader a copy of our Reading Course on Accounting. He came in the next day and said with some enthusiasm, "I am going to get all these books in the accountancy list; it is the prettiest lineup I ever saw."

Just another incident to show that the distribution of book suggestions by libraries does promote the sale of books.

CARL H. MILAM,
Secretary.

American Library Association.

PRICES TOO HIGH ON BOHN

June 10, 1922.

Editor, PUBLISHERS' WEEKLY:

Anent your several articles referring to the practice of certain book dealers of grossly exaggerated quotations on O. P. books we submit the enclosed which impresses us as particularly noteworthy.

We have received many quotations on Bohn's Classical Library but none exceeds \$2.00 and the majority of them were at \$1.00 to \$1.50. The two cards I enclose show a Philadelphia quotation, any volume 75c and a New York dealer quoting any title \$5.00.

We will be pleased to defray the cost incident to sending the New York dealer marked copies of your Weekly that he may know the esteem in which the trade generally regards dealers who indulge in the practice of over quoting.

D. K. MEDCALF, *Scranton's*.
P. S.—Incidentally we have on hand fifty or more Bohn that would show us a nice profit at 50c each.

AMERICANA LOST

17th June, 1922.

Editor, PUBLISHERS' WEEKLY:

The Lancaster Town (Mass.) Library has lost the following books:

New Travels in North America, Abbé Robin, Boston, 1784.

Summer Journey in the West, Steele, New York, 1841.

Captivity and Deliverance, Williams, Brookfield, 1811.

Nash Family, Nash, Hartford, 1853.

Complete History of Connecticut, v. 1, Trumbull, Hartford, 1797.

Historical and Scientific Sketches of Michigan, Michigan Hist. Society, 1834.

Should these be offered for sale I should be very grateful for notice of the fact.

VIRGINIA M. KEYES, *Librarian*.

Meeting of Religious Book Store Buyers

THE branch managers of the Presbyterian Board of Publication and the American Baptist Publication Society will again hold their annual conference in Chicago. The Presbyterian Board managers will be there from July 1st, while the latter group plans to arrive July 10th. Advantage will be taken of the Book Fair by all the buyers who expect to go over all publishers' lists that are likely to interest them as distributors of religious literature.

Periodical Note

The Journal of Personnel Research has been started as a monthly publication in Baltimore, Md. It is being issued as the official organ of the Personnel Research Federation, and is published by the Williams & Williams Company. It will deal with original researches in the applied sciences that contribute to our knowledge and effective direction of people at work.

Business Notes

FORT WAYNE, IND.—Miss E. H. Lehman has been conducting, with the same name, the Lehman Book and Stationery Co. since the death of Alice May Habecker, who had been a member of the organization since its beginning.

Los Angeles, Cal.—Mrs. Louise D. Brocklebank has just started a "New Fiction Library" at Brack Shops, Room 904.

MILWAUKEE, WIS.—C. N. Caspar Co., 454 East Water Street, is the successor to the Western Book Concern formerly at 820 Winnebago St. The theological department of the C. N. Caspar Co. will be continued under the name of the Western Book Co., C. N. Caspar Co., proprietors. New catalogs are soon to be published.

PROVINCETOWN, MASS.—Frank Shay has opened for the summer a Book and Art Shop as a branch of his New York business. Mr. Shay's summer home is in Truro, the next town south of Provincetown, and he is this summer conducting a caravan campaign from Provincetown to Wood's Hole.

WHITE PLAINS, N. Y.—The Book Shop, George D. Baker, proprietor, recently started in business here.

The Weekly Record of New Publications

THIS list aims to be a complete and accurate record of American book publications. Pamphlets will be included only if of special value. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from title page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request. When not specified the binding is cloth.

Imprint date is stated [or best available date, preferably copyright date, in bracket] only when it differs from year of entry. Copyright date is stated only when it differs from imprint date; otherwise simply "c." No ascertainable date is designated thus; [n. d.]

Sizes are indicated as follows: F. (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 23 cm.); D. (12mo: 20cm.); S. (16mo: 17½ cm.); T. (24mo: 15 cm.); Tf. (32mo: 12½ cm.); Ff. (48mo: 10cm.); sq., obl., nar., designate square, oblong, narrow.

Agar, Frederick Alfred

A manual of church methods. 173 p. forms, tabs. D [c. '22] Phil., Judson Press \$1

Ames, Edgar Willey and Eldred, Arvie

Community civics. 387 p. il. D [c. '21] N. Y., Macmillan \$1.48

Archbald, Hugh

The four hour day in coal. 150 p. il., pls. D '22 N. Y., H. W. Wilson Co. \$1.50

Ardant du Picq, Charles

Battle studies [ancient and modern; tr. by J. N. Greely and R. C. Cotton; foreword by Marshal Foch]. 273 p. D [c. '21] N. Y., Macmillan \$2.50

Baker, Martha S.

Songs of home, and others [verse]. 79 p. D [c. '22] Bost., Cornhill bds. \$1.25

Beautiful homes of moderate cost; a selection of modern, artistic, practical designs by well known architects, together with information on planning, financing, construction, decoration and furnishing. 96 p. il. obl. Q. c. N. Y., Building Age and the Builders' Journal, 912-920 B'way \$1

Bitting, William C., D. D., and others

The Christian faith and human relations; being the lectures delivered on the Stephen Greene foundation in the Newton Theological Institution, 1920-'21. 166 p. D [c. '22] Phil., Judson Press \$1.25

Book (The) of The Tuesday Evening Club. 58 p. nar. D c. Princeton, N. J., Princeton Univ. Press bds. \$1

A selection from poems written by the Club members.

Bowne, Borden Parker

Studies in philosophy and theology by former students of Borden Parker Bowne; ed.

by Emil Carl Wilm. 268 p. (bibl. foot-notes) front. (por.) O [c. '22] N. Y., Abingdon Press \$2

The late author was professor in Boston University.

Brett, George Sidney

The history of psychology [3v.] 388-394-322 p. O [c. '12-'21] N. Y., Macmillan ea. \$4.50

Briffault, Robert

Psyche's lamp [psychology]. 240 p. D [c. '21] N. Y., Macmillan \$4.80

Cadman, Samuel Parkes and others

The problem of Christian unity. 127 p. D [c. '21] N. Y., Macmillan \$1.75

Candler, Warren Akin

The kingdom of God's dear Son. (11+183 p. D (The Quillian lectures, 1921) [21] Nashville, Tenn., Smith & Lamar, 810 B'way \$1.50

Chafer, Lewis Sperry

Grace. 21+373 p. D c. Phil., The Sunday School Times Co. \$1.50

The author states that grace is the very heart of Christianity and treats the subject under three headings: 1. Salvation by grace; 2. Safe-keeping thru grace; 3. The life under grace.

Chambers, Robert W.

The flaming jewel. 273 p. D [c. '22] N. Y., Doran \$1.75

An adventure novel of the Canadian woods, in which a Secret Service agent and Quintana and his gang contend for the same prize, Mike Clinch's stolen jewel and his daughter Eve.

Christie, Agatha

The secret adversary. 8+330 p. D c. N. Y., Dodd, Mead \$1.75

A mystery story in which "Tuppence" and Tommy advertise as "two young adventurers for hire" and thus are plunged into a series of adventures and criminal investigation.

Adams, Roger, and Marvel, C. S.

Organic chemical reagents, il. 73 p. O [21] Urbana, Ill., Univ. of Ill. pap. 75 c.

Bailey, Guy A., and Green, Robert A.

Laboratory manual to accompany Smallwood, Reveley and Bailey's biology for high schools. 9+142 p. D [c. '22] Bost., Allyn & Bacon 60 c.

Bassett, John Spencer, ed.

Major Howell Tatum's journal, while acting topographical engineer (1814), to General Jackson, commanding the 7th military district. 138 p. O (Smith College studies in history, v. 7, nos. 1, 2

and 3, Oct. 1921 to Apr. '22) Northampton, Mass., Smith College pap. apply

Bucklew, Leslie L., and others, comps.

The "Orphan battery" and operations, 128th U. S. field artillery (1st Missouri F. A.) with notes on the organization of which Battery E became a part, and various commentary extracts. 11+115 p. il. pls. D '21 Cleveland, O., H. M. White \$2.50

Carman, Albert Pruden and Nelson, R. A.

The thermal conductivity and diffusivity of concrete. 39 p. il. pls. O (Engineering experiment station, bull. 122) [21] Urbana, Ill., Univ. of Ill. pap. 20 c.

Clark, Donald Lemen

Rhetoric and poetry in the Renaissance; a study of rhetorical terms in English Renaissance literary criticism. 10+166 p. (bibl. foot-notes) D c. N. Y., Lemcke & Buechner \$2

Clark, Harriet Bailey

Mothers' problems; a text-book for parents' classes, mothers' associations and teachers of children; introd. by Frank L. Brown. 136 p. (2 p. bibl.) D [c. '22] Phil., Judson Press 75 c

Clark, Wallace

The Gantt chart; a working tool of management; with appendices by Walter N. Polakov and Frank W. Trabold. (12+157 p. O c. N. Y., Ronald \$2.50

Cockaday, Laurence M.

Radio-telephony for everyone; the wireless: how to construct and maintain modern transmitting and receiving apparatus; with numerous diagrs., drawn by Albert G. Craig. 12+212 p. front. pls., diagrs. D [c. '22] N. Y., Stokes \$1.50

Comstock, Alzada and Mueller, Henry R.

State taxation of personal incomes, by Comstock; The Whig party in Pennsylvania, by Mueller. 246-271 p. (2 p. bibl.-16 p. bibl.) O (Studies in history, economics and public law, v. 101, no. 1, whole no. 229; v. 101, no. 2, whole no. 230) c. '21 N. Y., Longmans, Green \$6

Craster, Herbert Henry Edmund

The western manuscripts of the Bodleian library. 48 p. D (Helps for students of history, no. 43) [c. '21] N. Y., Macmillan pap. 45 c.

Cumming, John Palmer

Me, an' war goin' on [verse]. 60 p. D [c. '21] Bost., Cornhill \$1.50

Curtis, Winterton Conway

Science and human affairs; from the standpoint of biology. 7+330 p. (bibl. foot-notes) il. diagrs. O c. N. Y., Harcourt, Brace \$3.50
The author is professor of zoölogy in the University of Missouri.

Dargan, Olive Tilford

Lute and furrow [verse]. 8+140 p. D c. N. Y., Scribner \$1.75

Lyrics from the pen of a Southern poet and dramatist.

Daugherty, James Sharkey

Sheet-metal pattern drafting and shop problems. 173 p. front. il. diagrs. obl. D [c. '22] Peoria, Ill., Manual Arts Press \$2.50

Desch, Cecil Henry

Metallography. 11+440 p. (bibl. foot-notes) il. pls. diagrs. D '22 N. Y., Longmans, Green \$6

Clark, Walter

North Carolina at Gettysburg and Pickett's charge a misnomer; also, Sixty years afterwards and the rearguard of the Confederacy. 31 p. diagrs. O '21 Raleigh, N. C. [Author] pap. apply

De Leon Daniel

Anti-Semitism; its cause and cure. 26 p. front. (por.) D c. '21 pap. apply N. Y., N. Y. Labor News Co., 45 Rose St. pap. apply

Dunney, Rev. Joseph A.

The parish school. 326 p. D [c. '21] N. Y., Macmillan \$2

Epstein, M., ed.

The Annual Register [English]; a review of public events at home and abroad for the year 1921. 12+180 p. O (New ser., v. 163) '22 N. Y., Longmans, Green \$11.50

Erdman, Henry Ernest

The marketing of whole milk. 333 p. figs. O (Citizens' library of economics, politics and sociology) [c. '21] N. Y., Macmillan \$4

Fairbanks, Harold Wellman

The problem method in geography. 34 p. maps D [c. '21] Phil., Blakiston pap. \$2.40

Flattely, F. W. and Walton, C. L.

The biology of the sea-shore; with an introduction by J. Arthur Thomson. 16+336 p. (9 p. bibl.) il. tabs. diagrs. pls. charts (1 fold.) '22 N. Y., Macmillan \$5

Fletcher, Joseph Smith

Ravensdene Court. 315 p. D c. N. Y., Knopf \$2

Two men, struck down in an identical manner, at the same moment, two hundred miles from each other—form the start of a mystery story by the author of "The Middle Temple Murder."

France, Anatole, pseud. [Jacques Anatole Thibault]

On life and letters; a translation by D. B. Stewart. 18+379 p. O '22 N. Y., John Lane \$3

Frazer, George Stanley

Methodism; its history, teaching and government; with introductions by Bishop William Fraser McDowell and Bishop Edwin Du Bose Mouzon. 57 p. front. S c. Nashville, Tenn., Smith & Lamar, Agts., B'way and 9th Ave.

Freer, Arthur S. B.

The early Franciscans and Jesuits; a study in contrasts. 8+141 p. (2 p. bibl.) D (Studies in church history) '22 N. Y., Macmillan \$2

Gardner, Samuel

A guide to English Gothic architecture. 12+228 p. il. Q '22 N. Y., Macmillan \$5.25

Geary, Marjorie Crane

Folk dances of Czecho Slovakia. 10+52 p. il. O [c. '22] N. Y., A. S. Barnes & Co., 118 E. 25th St. \$2.40

Gilbert, T. W.

The miracles in St. John's gospel and their teaching on eternal life; with introd. by the Lord Bishop of Oxford. 59 p. (bibl. foot-notes) D '22 N. Y., Longmans, Green 90c

Durell, Fletcher, and Arnold, E. E.

Key to A second book in algebra. 127 p. D [c. '21] N. Y., Charles E. Merrill Co. \$1 [priv. pr.]

Gayley, Charles Mills, and others, eds

The Charles Mills Gayley anniversary papers. 292 p. tab. music O (Univ. of Cal. pubs. in modern philology, v. 11) '22 Berkeley, Cal., Univ. of Cal. pap. \$3

Gleichen, Alexander

The theory of modern optical instruments; a reference book for physicists, manufacturers of optical instruments and for officers in the Army and Navy; tr. by Emsley and Swain. 365 p. il. O ['21] N. Y., G. E. Stechert \$4

Goudie, William J.

Steam turbines. 18+804 p. il. tabs. charts, pls. diagrs. (12 fold.) '22 N. Y., Longmans, Green \$10

Graham, Manta S.

Light weights [5 playlets]. 102 p. S [c. '21] Bost., Cornhill \$1.50

Gray, John Chipman

The nature and sources of the law [new and rev. ed.]. 348 p. O [c. 1909-'21] N. Y., Macmillan \$4

Greever, Walton Harlowd

Workers with God. 152 p. D [c. '21] Phil., United Lutheran Pub. House 90c pap. 60c

Hague, C. W.

Text-book of printing occupations. 242 p. il. D [c. '22] Milwaukee, Wis., Bruce Pub. Co. \$1

Hansen, A. E.

Plumbing fixture traps; an historical, statistical and experimental engineering research on vented and unvented traps. 83 p. il. charts. diagrs. tabs. (1 fold.) O [c. '21] N. Y. [Author], 2 Rector St. \$2

Hare, Hobart Amory

A text-book of practical therapeutics [rev. ed.]. 1038 p. il. pls. O ['22] Phil., Lea & Febiger \$6.50

Harrison, Mary St. Leger Kingsley [Mrs. William Harrison; Lucas Malet, pseud.]

Da Silva's widow; and other stories. 356 p. D c. N. Y., Dodd, Mead \$2

Short stories of vital human problems, psychological in treatment, by the daughter of Charles Kingsley.

Hayne, Coe

Race grit; adventures on the border-land of liberty; ed. by the department of missionary education, board of education of the northern Baptist convention, 276 5th Ave., N. Y. City. 210 p. il. pls. chart (fold.) D [c. '22] Phil., Judson Press \$1.25

Life-stories of the Negro race for mission study classes and for the general reader.

Henderson, Hubert Douglas

The cotton control board. 14+74+7 p. (5 p. bibl.) tabs. chart N. Y., Oxford Univ. Press \$1.50

Heydrick, Benjamin Alexander

Types of the essay. 373 p. (8 p. bibl.) D [c. '22] N. Y., Scribner \$1

Hickey, Rev. F. P.

Short sermons on the Epistles and Gospels of the Sundays of the year. 228 p. D ['22] N. Y., Benziger Bros. \$2

Howells, William Dean

The Albany depot. 35 p. S ['22] N. Y., S. French pap. 35 c.

Evening dress. 32 p. S ['22] N. Y., S. French pap. 35 c.

Five o'clock tea. 31 p. S ['22] N. Y., S. French pap. 35 c.

The garroters. 42 p. S ['22] N. Y., S. French pap. 35 c.

A letter of introduction. 36 p. S ['22] N. Y., S. French pap. 35 c.

A likely story. 35 p. S ['22] N. Y., S. French pap. 35 c.

The mouse trap. 34 p. S ['22] N. Y., S. French pap. 35 c.

Parting friends. 21 p. S ['22] N. Y., S. French pap. 35 c.

A previous engagement. 45 p. S ['22] N. Y., S. French pap. 35 c.

The unexpected guest. 34 p. S ['22] N. Y., S. French pap. 35 c.

Hudson, William Henry

The naturalist in La Plata; il. by J. Smit; rev. ed. 10+390 p. O '22 N. Y., Dutton \$3

A scientific romance of the habits, the passions and intelligence of strange animals and birds native to South America.

Hughes, Russell Meriwether

Poems of the plains. 55 p. S [c. '21] Bost., Cornhill bds. \$1.25

Hyatt, Lloyd F.

Furniture weaving projects. 140 p. O [c. '22] Milwaukee, Wis., Bruce Pub. Co. \$1.25

Jepson, Selwyn

The qualified adventurer. 333 p. D [c. '22] N. Y., Harcourt, Brace \$1.75

A tale of love, romance and adventure on the China Seas, and the search for buried treasure.

Illinois. Laws, statutes, etc.

Revised statutes of the state of Illinois, 1921, containing all the general statutes of the state in force January 1, 1922; comprising the "Revised statutes of 1874," and all amendments thereto, together with the general acts modified or amended, of 1875, '77, '79, '81, '82, '83, '85, '87, '89, '91, '93, '95, '97, '98, '99, 1901, '03, and '05; comp. and ed. by Harvey B. Hurd . . . to which are added all the general acts of 1906, '07, '08, '09, '10, '11, '12, '13, '15, '16, '17, '19 and '21; comp. and ed. by Mrs. B. Bradwell Helmer; 2 v.: v. 1. various paging Q ['21] Chic. Chic. Legal News Co., 32 N. Dearborn St. apply

Illinois. University Athletic Assn.

The story of the stadium. no paging il. pls. Q ['21] Champaign, Ill., [Author] bds. gratis

Jennings, Walter Wilson

The Am. embargo, 1807-1809; with particular reference to its effect on industry. 242 p. (6½ p. bibl.) O (Univ. of Iowa studies in the social sciences, v. 8, no. 1, 1st ser. no. 55, Dec. 1, 1921) Iowa City, Iowa, Univ. of Iowa pap. \$1.50

Jillson, Willard Rouse

Edwin P. Morrow-Kentuckian; a contemporaneous biographical sketch. 151 p. il. S [c. '21] Louisville, Ky., C. T. Dearing Pr. Co. (priv. pr.)

Kanovitch, Abraham

The will to beauty; being a continuation of the philosophies of Arthur Schopenhauer and Friedrich Nietzsche. 10+192 p. il. D c. N. Y., [Author], 539 W. 162nd St. \$2

Kerby, William Joseph

Poverty, charity and justice [Roman Catholic charities]. 196 p. O [c. '21] N. Y., Macmillan \$2.25

King, Jessie M.

The little white town of Never-Weary. 150 p. il. pls. O [c. '21] N. Y., Sully \$2.50

Knapp, Shepherd

Old Joe and other vesper stories. 297 p. D [c. '22] N. Y., Abingdon Press \$2

Sixteen short sermon-stories given at the Y. M. C. A. huts in France.

Knight, C. W. R.

Wild life in the tree tops. 144 p. il. pls. obl. Q N. Y., Doran \$5

Description and unusual pictures of wild animals and birds. The author is an English Ernest Thompson Seton.

Lauck, William Jett and Watts, Claude S.

The industrial code; a survey of the post-war industrial situation, a review of wartime developments in industrial relations, and a proposal looking to permanent industrial peace. 5+571 p. tabs. D c. N. Y., Funk & Wagnalls \$4

A code of principles for the future working relations between capital and labor.

Lawrence, David Herbert

Sons and lovers. 517 p. D '22 c. '13 N. Y., Mitchell Kennerley \$2.25

Leacock, Stephen Butler

My discovery of England. 8+264 p. D c. N. Y., Dodd, Mead \$1.50

Another book of humor by the McGill University lecturer and author of "Frenzied Fiction."

Lee, Janet

"Wild women"; the romance of a flapper. 136 p. il. D c. N. Y., N. L. Brown \$1

The amusing adventures of a high school girl, for young and old.

Lerrigo, Peter H. J.

Rock-breakers: kingdom building in Kongo Land; ed. by the department of missionary education, board of education of the northern Baptist convention, 276 5th Ave., N. Y. City. 200 p. il. pls. map (fold.) D [c. '22] Phil. Judson Press \$1.25

The business of Christian missions and their human material.

LeSourd, Howard M.

Builders of the kingdom; a study of opportunities for life service: an elective course for young people. 100 p. D (Studies in Chris-

tian life work) [c. '22] N. Y., The Methodist Bk. Concern. 75 c.

Lewis, B. Roland

Contemporary one-act plays; with outline study of the one-act play and bibliographies. 10+410 p. (5 p. bibl.) D [c. '22] N. Y., Scribner \$2

The playwrights include Sir James M. Barrie, Percy Mackaye, Anton Tchekov, Arthur Hopkins and Lady Augusta Gregory.

Lipson, Ephraim

A history of the English woolen and worsted industries. 273 p. il. O [c. '21] N. Y., Macmillan \$4

Lucy, Sir Henry William [Toby, M. P., pseud.]

Lords and commoners; il. by Alma Tadema, Orchardson, Briton Riviere, Broughton, Frank Dicksee, Herkomer, Abbey, Parsons, Oules, Tenniel, Phil May, Bernard Partridge, Linley Sambourne, E. T. Reed and Sir Frank Lockwood. 256 p. O [n. d.] N. Y., Dutton \$6

"Toby, M. P." of *Punch* of former days, writes of the new journalism, how royalty travels and Parliamentary figures and matters from Disraeli to Lloyd George.

Lyon, Thomas Lyttleton and Buckman, Harry O.

The nature and properties of soils; a college text of edaphology. 5+588 p. il. tabs. diagrs. charts D c. N. Y., Macmillan \$3.25

Macdonald, Francis Charles

Devices and desires [verse]. 134 p. D c. Princeton, N. J., Princeton Univ. Press \$1.50

Mackintosh, Alexander

From Gladstone to Lloyd George; Parliament in peace and war. 333 p. O [n. d.] N. Y., Doran \$4

The dramatic moments in the lives of Gladstone, Chamberlain, Churchill, Balfour, Asquith and Lloyd George by an English journalist.

Macself, A. J.

Hardy perennials; il. with col. photographs by R. A. Malby; water-colour drawings by Winifred Walker; line drawings by Maud A. West. 219 p. front. (col. pl.) il. col. pls. '22 (The Home garden books, no. 4) N. Y., Scribner \$2.75

For the uninitiated as well as the expert.

Malet, Lucas, See Harrison, Mary St. Leger, etc.**Marshall, Leon Carroll and Lyon, Leverett S.**

Our economic organization. 503 p. il. D [c. '21] N. Y., Macmillan \$1.88

Massingham, Harold John

Some birds of the countryside: the art of nature. 208 p. O [n. d.] N. Y., Dutton \$5

Birds of South Wales, Dorset, Hampshire, etc.

Kellogg, Remington

Pinnipeds from Miocene and Pleistocene deposits of California; a description of a new genus and species of sea lion from the Temblor together with seal remains from the Santa Margarita and San Pedro formations and a résumé of current theories regarding origin of Pinnipedia. various paging O (Univ. of Cal. pubs., bull. of the dept. of geological sciences, v. 13, no. 4, Apr. 14, 1922) Berkeley, California, Univ. of California pap. \$1.35

King, William F.

One hundred years in public health in Indiana. various paging O (Indiana historical society pubs. v. 7, no. 6) [c. '21] Indianapolis, Ind., Bobbs-Merrill pap. 50 c.

Kline, Linus Ward and Carey, Gertrude L.

A measuring scale for free-hand drawing; pt. 1, representation. 68 p. tabs. figs. il. O (Johns Hopkins Univ. studies in education, no. 5) [c. '22] Balt., John Hopkins \$2

Miliukov, Paul N.

Russia to-day and to-morrow. 10+392 p. D c. N. Y., Macmillan \$2.25

An analysis of the Russian political puzzle, its derivation, elements and probable path of solution.

Odate, Gyogu

Japan's financial relations with the U. S. 136 p. (bibl. foot-notes) diagrs. tabs. O (Studies in history, economics and public law; v. 98, no. 2; whole no. 224) c. N. Y., Longmans, Green pap. \$1.25

Ogden, George Washington

Claim number one. 352 p. front. D c. Chic., McClurg. \$1.90

The story of the opening up of an Indian reservation in Wyoming, and the battle with crooks and politicians by the owner of the first choice of the rich lands.

O'Rahilly, Alfred

Father William Doyle, S. J. 12+379 p. (bibl. foot-notes) O '22 N. Y., Longmans, Green \$3.50

Orwin, Charles Stewart

Farming costs [new ed.]. 141 p. (21 p. bibl.) il. O '21 N. Y., Oxford Univ. Press \$3.85

Published in 1917 under title "The determination of farming costs."

Osgood, William Fogg and Graustein, William Caspar

Plane and solid analytic geometry. 614 p. D [c. '21] N. Y., Macmillan \$3.75

Parker, William Belmont, ed.

Uruguayans of to-day. 16+573 p. pls. (pors.) S c. '21 N. Y., Hispanic Society of Am., B'way and 156th St. \$5

Paton, Stewart, M. D.

Signs of sanity and the principles of mental hygiene. 241 p. tabs. diagrs. D c. N. Y., Scribner \$1.50

Porter, F. C.

At one with the invisible. 291 p. D [c. '21] N. Y., Macmillan \$3

Prince, Morton

The unconscious; the fundamentals of human personality, normal and abnormal [new ed.]. 654 p. O [c. 1914-'21] N. Y., Macmillan \$3

Return (The) of Alfred; by the author of "Patricia Brent, spinster." 8+350 p. D [c. '22] N. Y., Doran \$1.75

The adventures and romance of a man who stepped into another man's shoes, of whose past he knew nothing but the hue—black.

Rounds, Edward McKendree

Satan—his personality, power and overthrow. 157 p. D [c. '22] N. Y. & Chic, Revell \$1.25

Santayana, George

Soliloquies in England and later soliloquies. 8+264 p. O '22 N. Y., Scribner \$3.50

Analytic and temperamental studies. The author, now living at Oxford, was formerly professor of philosophy at Harvard University.

Sargent, Porter E.

A handbook of American private schools; an annual survey. 894 p. il. map D (Sargent's handbooks) [c. '22] Bost., [Author], 14 Beacon St. \$4

Merrill, William Augustus

The Lucretian hexameter. various paging O (Univ. of Cal. pubs. in classical philology; v. 5, no. 12) '22 Berkeley, Cal., Univ. of Cal. Press pap. 60 c.

Meyer, Martin

Dehydrothiolutidin; its isomers, homologues, analogues and derivatives; [sulphur dyes] 50 p. il. D [c. '21] N. Y., [Author], College of City of N. Y. pap. \$1

Moore, Clarence Bloomfield

Additional mounds of Duval and of Clay counties, Florida; mound investigation on the east coast of Florida; certain Florida coast mounds north of the St. Johns river. 71 p. il. tabs. figs. map S (Indian notes and monographs) '22 N. Y., Museum of the Am. Indian, Heye Foundation pap. apply

Morris, Harvey

Washington County giants; biological study of why Indiana people are taller than other Americans. 83 p. O (Indiana historical society pubs., v. 7, no. 8) [c. '21] Indianapolis, Ind., Bobbs-Merrill pap. 50 c.

Mosier, Jeremiah George and others

Bureau county soils. 72 p. il. pls. maps O (Agricultural experiment station, soil reports, no. 20) [c. '21] Urbana, Ill., Univ. of Ill. pap. gratis

National Education Association of the United States

The first yearbook of the department of elementary school principals; the technique of supervision. 143 p. tabs. charts diagrs. O '22 Wash., D. C. [Author], 1201 16th St., N. W. pap. \$1.25

New York [State] Laws, statutes, etc.

Parker's criminal code and penal law of the state

of New York; including inferior courts act and all amendments to date; 21st pocket edition; table showing distribution of former sections of the penal code in the penal law; notes giving after each section the source, and every amendatory act to the section; annotations under the sections, giving the title of the case and the point upon which it is cited with forms and indices; also complete set of forms carefully revised to date—with separate index to the forms by Amasa J. Parker, jr. 1350 p. S [c. '21] N. Y., Banks Law Pub. Co., 23 Park Pl. leath. \$6

Nutting, Herbert Chester

Cicero's conditional clauses of comparison. various paging O (Univ. of Cal. pubs. in classical philology, v. 5, no. 11, Apr. 21, 1922) Berkeley, Cal., Univ. of California pap. 75 c.

Ost, Axel Bo

The Bible and our national life; or, is America forgetting her Bible? 110 p. D [c. '21] Minneapolis, Minn., Minneapolis Veckoblad Pub. Co., 307 S. 6th St. pap. 50 c.

Quaife, M. M., ed.

The Bible and our national life; journal of Henry Hay. 70 p. O (Indiana historical society pubs., v. 7, no. 7) [c. '21] Indianapolis, Ind., Bobbs-Merrill pap. 50 c.

Riley, Alice C. D.

The toy shop; an operetta; the libretto and lyrics by [author]; the music by Jessie L. Gaynor and F. F. Beale. 85 p. music O [c. '22] Chic., Clayton F. Summy Co., 429 S. Wabash Ave. pap. \$1

Sibley, Dr. John

A report from Natchitoches in 1807; ed. with an introd. by Annie Heloise Abel. 102 p. facsms. S (Indian notes and monographs) '22 N. Y., Museum of the Am. Indian, Heye Foundation, B'way and 155th Sts. pap. apply

Shepherd, Edith P.

Geography for beginners. 6+199 p. front. il. O [c. '21] Chic. & N. Y., Rand, McNally 90 c.

Singmaster, Elsie [Mrs. Harold Lewars]

Bennett Malin. 8+328 p. D c. Bost., Houghton Mifflin \$2

A novel in which three generations of Malins bound by inheritance and the same ambition are woven together.

Stevenson, John Alford

The project method of teaching. 305 p. D [c. '21] N. Y., Macmillan \$1.80

Stone, Darwell, D. D., and Puller, F. W.

Who are members of the church? a statement of evidence in criticism of a sentence in the Appeal to all Christian people made by the Lambeth conference of 1920, which is fundamental to all the propositions of that appeal. 6+88 p. (bibl. foot-notes) D (Pusey House occasional papers, no. 9) '21 N. Y., Longmans, Green pap. 90 c.

Strachey, Lytton

Books and characters; French and English. 324 p. il. O c. N. Y., Harcourt, Brace \$3.50

Fourteen essays on French and English subjects, including Shakespeare's Final Period, The Lives of the Poets, The Rousseau Affairs, and Voltaire's Tragedies, by the author of "Queen Victoria."

Thorne, Paul and Thorne, Mabel

The secret toil. 268 p. D c. N. Y., Dodd, Mead \$1.75

A "black hand" story of mystery and adventure by the authors of "The Sheridan road mystery."

Townsend, Mary Evelyn and Odate, Gyoju

Origins of modern German colonialism, 1871-1885, by Townsend; Japan's financial relations with the U. S., by Odate. 205-136 p. (4 p. bibl., bibl. foot-notes) O (Studies in history, economics and public law, v. 98, no. 1, whole no. 223; v. 98, no. 2, whole no. 224) c. '21 N. Y., Longmans, Green \$4.25

Udall, Denney Hammond

Veterinarian's handbook of materia medica and therapeutics. 179 p. tabs. S c. '12-'22 N. Y., Macmillan \$2.25

Von Engeln, O. D.

Inheriting the earth; or, the geographical factor in national development. 16+379 p. D c. N. Y., Macmillan \$2

A study of economics and international politics in which the author contends that geography is the essential factor in human progress.

Walter, Herbert Eugene

Genetics; an introduction to the study of heredity; rev. ed. 16+354 p. (3 p. bibl.) il. pls. diagrs. tabs. D c. '13-'22 N. Y., Macmillan \$2.25

Watson, Margaret W., ed.

French short stories of to-day; ed. with introductions. 6+182 p. D [c. '22] N. Y., Scribner \$1

The authors include Georges Clemenceau, Anatole France, Colette Yver, François Coppée and Anatole le Braz.

Webb, Sidney and Webb, Beatrice Potter**[Mrs. Sidney Webb]**

English prisons under local government; with preface by Bernard Shaw. 126+261 p. (bibl. foot-notes) O (Local govt. ser. no. 6) '22 N. Y., Longmans, Green \$5

Traces the history of prison administration in England from 1689 to the present century.

Wells, Carolyn [Mrs. Hadwin Houghton]

The vanishing of Betty Varian. 282 p. D [c. '22] N. Y., Doran \$1.75

The disappearance of a beautiful girl, the murder of her father and two other tragedies furnish the mystery in this detective story.

Wells, Louis Ray

Industrial history of the United States. 13+584 p. D c. N. Y., Macmillan \$2

Wiehr, Josef

Knut Hamsun; his personality and his outlook upon life. 130 p. O (Smith College studies in modern languages; v. 3, nos. 1-2) '22 Northampton, Mass., Smith College pap. apply

Wilde, Percival

Eight comedies for little theatres. 178 p. D '22 c. '14-'22 Bost., Little, Brown \$1.50

Contents: The sequel; The previous engagement; The dyspeptic ogre; In the net; A wonderful woman; Catesby; His return; Embryo; Notes on the plays.

Wingfield-Stratford, Esmé Cecil

Facing reality. 8+240 p. O [c. '22] N. Y., Doran \$2.50

The author asserts that our world—social, literary, political, artistic—is a paper world, that we are conforming to new names of things, not to the things themselves, and he offers a solution.

Woodburn, James Albert and Moran, Thomas F.

The makers of America. 6+308 p. front. (col.) il. col. pls. maps D c. N. Y., Longmans, Green 96 c.

PRICE CORRECTIONS

The following new children's books of Grosset & Dunlap were incorrectly priced in the Weekly Record of June 17th. The prices should read:

Bailey, Arthur Scott:	
The Tale of Nimble Deer	50c.
The Tale of Reddy Woodpecker	50c.
The Tale of Snowball Lamb	50c.
Cory, David:	
The Cruise of the Noah's Ark	60c.
The Iceberg Express	60c.
The Magic Soap Bubble	60c.
Little Jack Rabbit and Professor Crow	50c.
Little Jack Rabbit and Uncle John Hare	50c.
Fitzhugh, Percy Keese:	
Pee-wee Harris	60c.
Pee-wee Harris in Camp	60c.
Pee-wee Harris in Luck	60c.
Pee-wee Harris on the Trail	60c.
Roy Blakeley in the Haunted Camp	60c.
Hope, Laura Lee:	
The Bobsey Twins at the County Fair	60c.
Bunny Brown and His Sister Sue Keeping Store	60c.
Six Little Bunkers at Mammy June's	60c.
Roy, Mrs. Lillian Elizabeth:	
Polly and Eleanor	60c.
Polly and Her Friends Abroad	60c.
Polly in New York	60c.
Polly's Business Venture	60c.
Polly of Pebbly Pit	60c.

Rare Books, Autographs and Prints

THE new Vailima edition of Stevenson's "Works" is now reported to be out of print and selling at a premium in England.

The new "Life of Donald C. Mitchell" written by Walter H. Dunn and published by Scribners, contains a very full bibliography of his writings.

Among the rarities in the last catalog of Charles J. Sawyer, Ltd., of London is the Huth copy of William Caxton's "Chastening of God's Children" printed in 1491 and one of six known perfect copies.

Henry Chapin will shortly retire from the management of the Brick Row Book Shop at Princeton, N. J., to reside in Oxford, England, and will be superseded by Charles A. Arrott, formerly assistant manager.

Part II (Iconography) of a catalog entitled "The Art of the Press," issued by the XVIII Century Shop at 713 Madison Avenue, contains more than a thousand items, many of which are of special interest to collectors. There are a great many French items, some of which are rare and seldom seen here.

At the recent Patterson sale at Anderson's the Brick Row Book Shop bought a volume with a Grolier binding. It had many annotations and it now appears that these were by the famous bibliophile. Mr. Hackett has made many lucky purchases, but few that can give him greater satisfaction than this one.

A catalog of the seventh annual exhibition of contemporary bookplate is the leading feature of *The Bookplate Chronicle* for June, reproductions being given of the Harry Beachamp Douglas Baird plate by A. C. Law Samson and the Stevens Memorial Library plate by Edmund H. Garrett, to both of which certificates of award were given.

Byrne Hackett of the Brick Row Book Shop will sail for London on June 27. He carries with him a longer list of "wants" from a larger number of customers than ever before. All three of his book shops—at New Haven, in this city, and at Princeton—have had a successful season and prospects are bright for next.

"The Portraits of Sir Francis Bernard" is the title of the latest publication of the Club of odd Volumes of Boston, being a small pamphlet, limited to 100 copies, containing remarks made at the annual meeting of the club

in December by Albert Matthews. A portrait of Governor Bernard was the first publication of the club in 1889.

The London binders are just learning that the demand for gorgeous bindings by "rich Americans" is on the decline. They can hardly believe that American buyers have turned discriminating collectors all at once. They do not apparently realize that these costly books were sold by agents and dealers who are now giving them little attention and are concentrating upon genuinely rare books and manuscripts for which there is a quicker and safer market.

The growing observance of literary centenaries continues to bring out objections in England. Some are bored, others dislike the enthusiasm, and others think the idea overdone. On the other hand, they are welcomed and made the most of here. The Grolier Club nearly every year has one or more exhibitions of this kind. The Keats centenary exhibition of last year and the Shelley of this spring have given great pleasure to many book lovers. The recent Roosevelt exhibition and that of Molière now on view at the New York Public Library have been visited by thousands. The educational value of such exhibitions are hard to overestimate. They cannot have any other effect than to make many new book lovers and collectors and to enthuse old ones.

It is quite probable that the English collector will be obliged to come to this country before long when he wants a First Folio of Shakespeare. Most of the copies of this great book now remaining in England are in great public collections. In this country only three copies are to be found in public libraries: the Elizabethan Club at Yale University, The Lenox collection in the New York Public Library, and in the Barton collection in the Boston Public Library. There are, however, copies in the great private collections of Henry E. Huntington, William A. White, Henry C. Folger, J. L. Clawson, J. Pierpont Morgan, George A. Plimpton, Carl Pforzheimer, Beverly Chew, Herschel V. Jones, George Herbert Palmer, John C. Williams and others. Several copies can be found among the rare book shops of this city.

The caricature or cartoon has lost much of its old-time force. In the days of Rowlandson, Gillray, George Cruikshank and the elder Doyle it created many bitter enmities. Thomas Nast's cartoons of William M. Tweed and his

guilty gang were really prophetic and were a terror to the municipal thieves. Gillam's famous cartoons of Blaine in the campaign of 1884 led some legislators to urge its legal suppression. Roosevelt, it will be remembered, was on the best of terms with the cartoonists who had done much to make him famous. Mark Hanna even forgave Davenport for the ugly cartoons of the campaign of 1896. The late Sir Leslie Ward, the famous "Spy" of the London *Vanity Fair*, was even given the tribute of a dinner by those whom he had pilloried. Times have indeed changed and it is doubtful if the caricaturist or cartoonist will ever again be feared as he was in the days when pictures of all kinds, especially in books and newspapers, were less common.

A scarce and interesting item of Americana appeared in the sale of the Heartman Auction Company at Perth Amboy, N. J., on June 22. This was a thirty-two page pamphlet by J. Benjamin Franklin entitled "A Cheap Trip to the Great Salt Lake City," printed in Ipswich in the fifties. At the end of 1858 he was sent to California as a Mormon missionary, but he abjured the tenets of the sect and preached against Mormonism. Brigham Young publicly denounced him as a traitor, after which Benjamin toured the United States and England, revealing the Mormon secrets. In the *Desert News* of January 29, 1857, appeared an article from the pen of Brigham Young: "There is a little matter of business that we want to lay before you, in regard to J. B. Franklin, who went to California. . . . It will be the duty of my brethren to secure this man, if possible, on his way across the mountains, so that his lying tongue shall not reach the Saints in England." Had Franklin been apprehended he would never have reached England and his opposition to Mormonism would doubtless have come to a quick stop.

The American rare book dealers almost without exception will soon be making their departure for London and the Continent, taking their annual vacation and searching European countries for stock. They are taking with them long lists of "wants" and are prepared to buy if stock and prices are attractive. The English rare book trade is looking forward to July and August with some anxiety. It hopes to make these two record-breaking months, but their American customers have recently shown so much independence that it is a bit disconcerting. The *New York Evening Post* quotes the following from the letter of an English dealer:

"I anticipate a lively summer. We understand the American collector better than heretofore. We have learned that he knows pretty well what he wants and that he is a good sport. He will pay a high price (too high, we sometimes think) in open competition, and even to a dealer, if he is treated right. He has, however, a great dislike to having anything 'put over' on him; as soon as this is undertaken business comes to a standstill. The big London houses appreciate their American trade and are disposed to meet it more than half way."

If all of the London trade takes as practical a view as this writer there will be a great deal of business done, but we suspect that English dealers will be found charging about all, or a little more, than the "traffic can bear."
F. M. H.

MESSRS. Chreyer and Ferry of Paris have for sale a collection of autographs of musicians including those of Cherubini, Auber, Halevy, Donizetti, Berlioz, Gounod, Chopin, and Liszt. The price is from 2,000 to 3,000 francs.

Catalogs Received

Interesting list of books, including first editions of Sir W. Scott's novels, Londoniana, psychic and eastern philosophies, colored plate books, first editions of standard authors, Victorian and modern illustrated books, Americana, 18th century plays and poetry, etc. (No. 4; Items 676.) G. Sexton, 17 St. Leonards Rd., Bexhill-on-sea, Eng.

Interesting miscellaneous books, comprising Americana, art, fine sets of standard authors and miscellaneous books, etc. (No. 81; Items 905.) Schulte's Book Store, 80 Fourth Avenue, N. Y.

Modern books, belles lettres and first editions. (No. 7; Items 267.) C. Millard, The Bungalow, 8 Abercorn Pl., London, N. W., 8, Eng.

Rare and useful books, including items from previous catalogs, autographs and addenda of valuable books recently acquired. (No. 48; Items 1410.) Reginald Atkinson, 188 Peckham Rye, London, S. E. 22, Eng.

Second-hand books, including miscellaneous (anti-quarian), books on temperance, diet, editions of Bunyan's "Pilgrim's Progress," etc. (No. 18; Items 781.) A. H. Mayhew, 56 Charing Cross Rd., London, W. C. 2, Eng.

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BOOKS WANTED

William Abbatt, Tarrytown, N. Y.

Simm's Hist. Schoharie Co., N. Y., 1845.

Adam, Meldrum & Anderson Co., Buffalo, N. Y.

Vanderpool, Emily Noyes, Color Problems with Screens, Longman.

Aldus Book Co., 36 East 49th St., New York City

Pennell, Lithographic Views of New York, Heine, 8 vols., trans. Warner.

Graves, Celtic Folk Songs.

Robinson, Man Against the Sky.

Riv. Press, Parliament of Fables.

Wilbrint, New Humanity, Lippincott, 1905.

Grandma's Attic Treasures.

Antique Treasures.

Nietsche, Twilight of Idols.

East of Sun, Nielson.

Crimoline and Powder Puff.

The Water Babies.

Trollope, Doc Thorne.

Barchester Towers.

Gold Headed Cane, 2 copies.

Autographs, Leaves of Our Country's Authors.

Facsimiles of orig. manuscripts poems and letters by famous Amer. Authors, Engraved vignette on title, 4to. Balt., 1864.

Martial's Epigrams in Latin.

Roberts, History of Letter Writing, Pickering, 1843.

Oberholtzer's Robert Morris, N. Y., 1903.

First editions of the following: Crane, Open Boat.

Black Riders, Red Badge of Courage, Hergesheimer, Lay Anthony, Three Black Pennys.

London, Valley of the Moon, Star Rover, Cruise of the Dazzler, Revolution, Poole, The Harbor.

Conrad, First Am. Eds. Youth, Set of Six, Twixt

Land and Sea.

Chance, Notes on Life and Letters.

Dwight, Stamboul Nights,

McFee, Casuals of Sea.

Tomlinson, The Sea and the Jungle.

Housman, Shropshire Lad.

Bone, Brass Bounder.

American Baptist Publication Society, 1107 McGee

St., Kansas City, Mo.

Genesis, The Rock Foundation of Science and

Scripture.

Peloubet's Notes, 1880 to 1886 inclusive.

American Board of Commissioners for Foreign

Missions, 14 Beacon St., Boston, Mass.

Social Life of the Chinese, 2 vols., Doolittle.

American News Company, Inc., Book Dept.,

9 Park Place, New York City

A Translation by Clara Bell of Pierre Loti's

Rarahu.

W. H. Andre, 607 Kittredge Bldg., Denver, Colo.

Aldus Classics, describe edition and condition.

Arcade Book Shop, Eighth and Olive Sts.,

St. Louis, Mo.

McClean, Renaissance of the Clan McClean.

Nietzsche in Outline and Aphorism, McClurg.

Waller, Life of Thomas More, Collier, 1879.

Merrill, Stone for Building and Decoration, Wiley,

1905.

Tricke, Making a Water Garden, McBride.

Cabell, From the Hidden Way.

Bennett, Denry the Audacious.

Bennett, The Old Adam.

Myers, Essays Classical.

Woodlock, Anatomy of a Railroad Report, Double-

day, Page.

Hewlett, Fool Errant.

Philpotts, Mother of the Men.

Albert Abrams, Anything by.

Maurine Hathaway, Embers.

Maurine Hathaway, Passion Lyrics.

Back Woods Book Shop, 28 Devereux St., Utica,

N. Y.

W. B. Leffingwell, The Art of Wing Shooting.

F. R. Webb, Manual of the Canvas Canoe.

Stephens, Amateur Boat-Building.

Smythe, Mast and Sail in Europe and Asia.

Falkland, Treatise on Sailing Boats.

C. Bowyer Vaux, Canoe Handling.

Dixon Kemp, Yacht Handling and Naval Archi-

tecture.

The Beacon Book Shop, 26 West 47th St.,

New York City

Cousins, Fifty Salem Doorways, Doubleday, 1912.

Wells, H. G., The Sea Lady.

C. P. Bensinger Cable Code Book Co., 15 Whitehall

St., New York City

Universal Lumber, A B C 5th Improved.

Meyer's Cotton 39th, Samper's Code.

Western Union, Lieber's, 5-letter Codes.

Any American-Foreign Language Code.

Arthur F. Bird, 22 Bedford St., Strand, London,

W. C. 2, England

Hiawatha, illustrated by Harrison Fisher.

BOOKS WANTED—Continued

The Bobbs-Merrill Co., 185 Madison Ave., New York City
 The Under Groove, Arthur Stringer.
 Aline of the Grand Woods, Nevil G. Henshaw.

The Book Shelf, 112 Garfield Place, West, Cincinnati, O.
 Stroud, My Little Book of Life.
 Nadaillac, Prehistoric America.

The Book Shop of the Glass Block Store, Duluth, Minn.
 American Masters of Sculpture, C. H. Caffin.

Charles L. Bowman & Co., 118 East 25th St., New York City
 Clara Morris, Life on the Stage.
 Loreburn, How the War Came.
 Lloyd, Wealth Versus Commonwealth.

E. P. Boyer, Bourse Bldg., Philadelphia, Pa.
 Gourgaud, Campaign of 1815.
 Clausewitz, Campaign of 1812.
 Berthier, Campaign in Egypt.

Brentano's, Fifth Ave. and 27th St., New York City
 Paulding, Cruise of Dolphin, 1835.
 Stevens, Cruise of the Constitution.
 Ch. W. Stewart, Visit to the South Seas in Vincennes.
 Colton, Three Years in California.
 Stiles, Ancient Wetherfield, 2 vols.
 Emerson, Legal Medicine and Sexicology.
 Stevens, War Between States.
 War Poetry of the South, 2 vols.
 Coe, F. C., Founders of Our Country.
 Borsodini's Cyclopedia of Advertising Phrases.
 A Broché on the Metropolitan Police System, 10 copies, Seth Low.
 Sardonies, H. N. Lyons.
 Call of the Blood, Hichens.
 Is Life Worth Living? Wm. Hurrell Mallock.
 Life and Art of Richard Mansfield, W. Winter.
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 Other Friends, W. Winter.
 Shakespearian Plays, First and Second Series, by W. Winter.
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 Roman Africa, Graham.
 Jesus of Nazareth, Wallace.
 Bamboo Garden, Metford Freeman.
 Speaking Parrotts, De Karl Russ.
 History of American Whale Fishery, Alex. Starbuck.
 Sunday Night Suppers, Christine Herrick.
 The Scribe, pub. Dr. Wise in Portland, Ore.
 Who's Who Among the Wild Flowers, W. I. Beecroft.
 Book of Health and Science of Truth, Geo. Edward Burnell.
 Love Letters of Mary Wollstoncraft to Gilbert Im-lay.
 Study of British Genius, Havelock Ellis.
 Edw. Carpenter's Days with Walt Whitman.
 Orphans.
 Fragments of a Faith Forgotten, G. R. S. Mead.
 The Thirteenth District, Brand Whitlock.
 Life and Literature of the Ancient Hebrew, L. Abbott.
 Tom Watson's History of Napoleon.
 The Kingdom of Light, Peck.
 Walks in Old Time Paris, Edward.
 Riddle of the Sand Childrens.
 Coming Race, Edward Bulver Lytton.
 Night and Morning, Trask.
 Cities of Umbria, Hutton.
 Making Curtains and Hangings, A. Wright.
 Mary Richardson.
 Stocks and Bonds, Roger Babsley.
 Halfway House, Hewlett.
 Mediaeval Schools and Universities, Cambridge Contributions to History, W. H. Woodward.
 The Seven Liberal Arts, N. Y., 1906, Paul Abelson.
 Mediumship and Its Laws, Hudson Tuttle.
 The Continuity of Life, Lodge.
 Learning and Other Essays, John J. Chapman.
 A Motley Jest, Oscar Fay Adams.
 A Study of Shakespeare's Versification, Bayfield.
 Shakespeare, the Man, Bagehot.

Brentano's—Continued

Shakespearean Scenes and Characters, Brereton.
 Shakespeare and Moliere, Jules Claretie.
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 Collectanea, 2nd Series, C. Crawford.
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 The Shakespeare Problem Restated, Greenwood.
 Shakespeare and His Love, Play in Four Acts, Harris.
 Where Shakespeare Set His Stage, Elsie Lathrop.
 The Haunted Gallery of Hampton Court, Ernest Law.
 A Course of Studies in English History, Lucy E. Morris.
 Francis Bacon, a Drama, Mervyn Murray.
 London Shown by Shakespeare, H. W. Ord.
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 Shakespeare, the Demonstrator of Catholic Faith, G. W. Pope.
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 A Pleasant Comedie of the Life of Will Shakespeare, H. B. Smith.
 Shakespeare's Medical Knowledge, C. W. Strange.
 Shakesperian Criticism, Textual and Literary, from Dryden to the End of the Eighteenth Century, E. Walder.
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 Arnold, W. H., First Report of a Book Collector.
 Bagg, L. H., Four Years at Yale.
 Barrie, Margaret Ogilvy, 1st edn.
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 Lewis and Clarke Exped., 2 vols., McClurg, 1904.
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 Magazine of American History, vol. 1, complete; also a copy of June, 1877; and the title pages and indexes to vols. 9 and 29.
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 Dun's Review, nos. for Jan. 10, 1920 and May 8, 1920.
 Fletcher, Relig. of Beauty in Women, 1911, Macmillan.
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 Baur, R. V., Catalogue of the Rebecca Darlington Stoddard Collection of Greek and Italian Vases, Yale Univ. Press, 1921.
 Chase, G. H., Catalogue of the Arretine Pottery in the Museum of Fine Arts, Houghton, 1916.
 Theophrastus, Characters, tr. by R. T. Clark, Universal lib., Dutton, 1913.
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 Index for Iron Age. Jan.-June, 1921, vol. 107.

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 Koechlin & Marquet de Vasselot, La Sculpture de Troye.
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 Herbert, Illuminated Manuscripts, 1911.
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 Roosevelt (Theo.), Thomas Hart Benton, Boston, 1887.
 Robinson (Edgar Allington), *Children of the Night*, 1st ed., 1897 (6?); Captain Craig (Houghton), 1901 (2?), 1st ed.; *The Man Against the Sky* (Macmillan), 1916, 1st ed.
 R. K. Monograph, 1897.
 Reach's Official Baseball Guide, 1883, 1884, 1885, 1886, 1890, 1891, 1892, 1893, 1894, 1895, 1896, 1897, 1898, 1899, 1900, 1901, 1902, 1903, 1905, 1906.
 Root (G. L.), *History of the Arabic Orders of the Nobles of the Mystic Shrine of N. A.*, Peoria, 1903.
 Rolland, Ceasar Franck.
 Ricci, Song Trick.
 Spalding's Official Athletic Almanac, 1893, 1894, 1895, 1897, 1898, 1899, 1900, 1901, 1902, 1903, 1907.
 Spalding's Official Baseball Guide, 1877, 1878, 1879, 1880, 1881, 1882, 1891, 1893, 1894, 1896, 1897, 1900, 1905.
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 Prang, Art Education in High Schools.
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 Scott, Leroy, No. 13 Washington Square.
 Whistler, Gentle Art of Making Enemies, 1st ed.
 Genealogy, Delano, 1899.
 Higley, gen., 1806.
 Ladd, gen., 1890.
 Lee, genealog. table, 31 pp., 1851.
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3d vol., Philip, 2d Prescott, Kleinscott Society Ed.

Henry T. Harper, 35 So. 18 St., Philadelphia, Pa.

Following Howard Pyle, 1st ed., good condition:
 Within the Capes, Scribner, 1885.
 Peper and Salt, Harper, 1886.
 Otto of the Silver Hand, Scribner, 1888.
 The Garden Behind the Moon, Scribner, 1895.
 Some Merry Adventures of Robin Hood, Scribner, 1902.

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Henry T. Harper—Continued

The Story of Sir Lancelot and His Companions, Scribner, 1907.
 Adventures of Pirates and Sea Rovers, Harper, 1908.
 Story of the Grail and the Passing of Arthur, Scribner, 1908.
 First edition of books, illustrated, by Howard Pyle, as follows:

Yankee Doodle, D. M. & Co., 1881.
 Story of Siegfried, Jos. Baldwin, Scribner, 1882.
 Building the Nation, Chas. Coffin, Harper, 1883.
 Larger History of United States, Thos. W. Higginson, Harper, 1886.
 History of United States, Horace Scudder-Sheldon & Co., 1884.
 Story of Golden Age, James Baldwin, Scribner, 1887.
 Storied Holidays, Elbridge Brooks, D. Lothrop & Co., 1887.
 In Old New York, Thos. A. Janvier, Harper, 1894.
 Stops of Various Quills, W. D. Howells, Harper, 1895.
 In Old Virginia, Thos. Nelson Page, Scribner, 1896.
 Story of the Revolution, Henry Cabot Lodge, Scribner, 1898.
 Old Chester Tales, Margaret Deland, Harper, 1899.
 Man With the Hoe, Edwin Markham, Doubleday-McClure, 1900.
 Duleibel, Henry Peterson, John C. Winston Co., 1907.

H. B. Fuller's 1st edition, good condition, as follows:
 Chevalier of Pensieri, Vani, pub. J. C. Cupples, Boston, 1890, written under name of Stanton Page.
 Puppet-booth, Century.
 Chatelaine of Trinite, Century, 1892.
 Waldo Trench and others, Scribners, 1908.
 From the Other Side, H. M. & Co., 1898.
 On the Stairs, H. M. & Co., 1918.
 Last Refuge, H. M. & Co., 1900.
 Cliff Dwellers, Harper, 1893.
 Lines Long & Short (Poetry).
 Under the Skylights.
 Bertram Copes' Year.

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 Trials of Henry Ward Beecher.
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Harvard Cooperative Society, Harvard Square, Cambridge, Mass.

Gerstacker, Germelshausen.
 Bluebeard, by Wiggin, 2 copies.
 Conquest of Tropics, by Adams.

The Norman W. Henley Publishing Co., 2 West 45th St., New York, N. Y.

Air Compressors and Blowing Engines, by Innes and Compressed Air Information, by Saunders.

B. Herder Book Co., 17 South Broadway, St. Louis, Mo.

The Catholic Encyclopedia, 16 vols.
 Pastor, History of the Popes, 12 vols.
 Life and Characteristics of Rt. Rev. A. A. Curtis.

Highland, care of Publishers' Weekly

Am. Book Prices, Current, the last four or five vols.
 Private Book Collectors, 1919.

Hochschild, Kohn & Co., Inc., Howard and Lexington Streets, Baltimore, Md.

People's Encyclopedia, 5 vols.
 Iron Cousin, by M. Clarke.
 Things That Are Usually Wrong, by Sweet, McGraw-Hill.
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 Book on Laws Which Have Failed, Albert Stickney.

Paul B. Hoeber, 67-69 E. 59th Street, New York, N. Y.
 Huntington, Abdominal Anatomy.
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 Choulant, Bucherkunde, 1841.
 Mumford, A Narrative of Medicine in America, 1903.
 Beck, Hippocrates, 1907.
 Halliday, Greek Divination, 1913.
 Van Helmont, A Ternary of Paradoxes; translated by Charleton, 1650.
 Janus, Vol. 10, 14.
 Coriat, Hysteria of Lady Macbeth.

John Howell, 328 Post St., San Francisco, Cal.

Scotts' Talisman, 1st ed.
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 Campbell's Justices, vol. 3 to Murray, 1849, Lond. ed.
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 Amer. Bk. Prices, 1919.
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 Foss' Judges, England.

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 Frank Leslie's Chimney Corner.
 Old copies Saturday Night, 1868 to 1877.

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A History of Chinese Literature, Herbert A. Giles.
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Harris, Bibliotheca Americana Vetustissima, New York, 1866.

Rich, Bibliotheca America Nova, London, 1835-1846.

American Journal of Sociology, vol. 9, No. 5, and vol. 10, No. 4, or complete vols.

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The Guiding Star, 3 vols.

Smollett's Humphrey Clinker.

Frank McHale, 370 Seventh Ave., New York City

Hennepin, Description of Louisiana, translated by Shea, 1880.

Joutel, Journal of La Salle's Last Voyage, Albany, 1906.

Lahontan, New Voyages to North America, Thwaites reprint, 2 vols., 1905.

Le Clercq, First Establishment of the Faith in New France, Translated by Shea, 2 vols., 1881.

Hall, James, Sketches of History, Life and Manners in the West, 2 vols., 1835.

Hall, James, Statistics of the West, 1836.

Featherston, A Conoe Voyage Up the Minnay Sotor.

Filson, History of Kentucky.

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American Historical Association Report, 1893.

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Edwin Valentine Mitchell, 27 Lewis St., Hartford, Conn.

Nest the White Pagoda, Sedgwick, Century.

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Ancient Regime, Taine.

Reveries of a Bachelor, Marvel, 1st or 2nd edition.

Quotation only on Principles of Chemistry, by John Gorham, 2 ols. Was first published in 1817 or 1819.

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 Post, Corrector of Destinies.
 Dance of Siva, Sunwise Turn.
 Aytoun, Lays of Scotch Cavaliers, Scrib.
 Butties, Queens of Egypt.
 English Catalog of Bks., 1 vol., 1911-1915.
 Gibson, Md. and Va. Cook Bk., Murphy.
 Baudelaire, The Dandy.
 Andreyev, The Abbess.
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 Peter Simmons at Siwash.
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No. American Review, vol. 87.
 Fortnightly Review, vol. 59.
 Bliss Genealogy.
 New York Documentary History, vol. 4, 8vo.
 Reminiscences of Early Life in Illinois, by Tillson.
 Pease Genealogy.
 Our Living and Our Dead, part 5, vol. 3.
 New Travels in America, J. I. Brissot, Boston, 1797.

Horace Y. Otto, Williamsport, Penna.

The Lost World, Conan Doyle, Burt.

Oxford University Press, Amer. Branch, 35 West 32nd Street, New York City

McFee's Aliens.
 McFee's An Ocean Tramp.
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Paul Pearlman, 1711 G St., N. W., Washington, D. C.

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 Goethe, Conversations with Eckelmann, Bohn Li-brary.
 Bunau, Varilla, Early Book Panama Canal.
 Merck's Index, 1907.
 Westermarck, History of Human Marriage.
 Chartres, A. V., The Devourers.
 Curtis, Physical Training for Elementary Schools.
 Boone, History of Education in Indiana.
 Martin, Evolution in Massachusetts Public Schools.
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Crystal, History Modes of Baptism.
 Mames, The Tecnobaptists.

Presbyterian Board of Publication, Witherspoon Bldg., Philadelphia, Pa.

Sunday, The Sabbath of God, Gamble.

Presbyterian Book Store, 411 N. 10th St., St. Louis, Mo.

The Apostle of the North, Edgerton Young, Evans.

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 Andrews, Man and the Incarnation; God's Revelation.
 Arnim, Franklin Schmidt and Mr. Anstruthers.
 Burritts, Geography of the Heavens and Atlas.
 Bourget, Cosmopolis, English.
 Esquemeling, Buccaneers in America, good reprint edition.
 Japan, Shelley, Endymion edition.
 Michelson, Michael Thwaite's Wife.
 Faine, Life of Mark Twain, 3 vols., cloth, 1912.
 Warner, My Desire.

Bernard Quaritch, Ltd., 11 Grafton St., London, W. 1, England

St. Nicholas, Dec. 1915, Sept. and Dec., 1918.
 Sargent, Andreana, 1865.
 Schmoller, Mercantile System.
 Scudder, Winnipeg County, 1886.
 Seligman, Medieval Guilds of England.
 Shotwell, Introduction to History.
 Shufeldt, Studies of Human Form.
 Photographic Time.
 Small, History of Swan's Island.
 Stiles & Hassall, Index Cat. of Zoology, 1902, Authors List only.
 Sturgiss, Architecture, vols. 3-4.
 Sumner, Political Economy, N. Y., 1884.
 Tarde, Social Law, N. Y., 1899.
 Taylor, Eleusinian and Bacchic Mysteries, 1891.
 Thompson, Psychological Norms.
 Thoreau, Winter, 1888.
 Tower, Colours of Cleoptera.
 Townsend, Ornithology of U. S. A.
 U. S. Agriculture Bulletin, no. 250.
 Boehmer, Prehistoric Naval Architecture.
 Univ. of Cal. Publ. in Physiology, 1905-1910.

Rare Book Co., 99 Nassau St., New York City

Archko Volume.
 Science and Health, by Mrs. Eddy, 12th edition, volume one only.
 Science and Health, by Mrs. Eddy, from the 1st to 50th editions.
 Christian Science Series, two volumes.
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 Early Pamphlets by Mrs. Eddy.

Peter Reilly, 133 N. Thirteenth St., Philadelphia, Pa.

Von Scheeben, Glories of Divine Grace, Benziger.
 O'Brien, Latin Conversational Grammar.

Reliance Book Store, 23 E. 14th St., New York City

Irving, History of N. Y., vol. 2, 1809.
 Gavit's Directory, Jersey City, Hoboken, etc., 1854.

Edson E. Robinson, Inc., Watertown, N. Y.

Feeding of Infants, by Joseph Edcil Winter, pub. 1901, Dutton.

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 Roosevelt, Winning of the West, vol. 2, 1889.
 Long, Names We Bear.
 Bolton, Scotch Irish Pioneers.
 Schweinfurth, Heart of Africa.
 Pennell, Tracts of Autocycus.
 Hamilton, Wild Northern Scenes.
 Wallace, Guide to Adirondacks, 1896.
 Ingraham, Sunny South.
 Harvard's Graduate Magazine, vol. 1, no. 1.
 Moyes, Medicine in Shakespeare.
 Early American Novels prior to 1825.
 Baedeker, Rome.
 Baedeker, London.
 Our Life Among the Iroquois.
 Riley, The Old Swimming Hole, 1st ed.
 Jackson, S., Facts About Alaska.
 Gissing, Isabel Clarendon; Workers in the Dawn;
 The New Grub Street; The Paying Guest.
 Wilson, History of the American People, vol. 2.
 1902.
 Sadtler & Trimble, Pharmaceutical and Medical
 Chemistry.
 Leach, Food Inspection and Analysis.
 Malchow, Sex Life or Similar Title.
 Glenn, T. A., Welsh Founders of Pennsylvania.
 Tolhausen, Technological Dictionary (English part
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 English-French Technical Dictionary.
 Beers, Atlas of Warren County, N. Y.



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 North American Indians, 2 vols., Wiley and
 Putnam.

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 Pa.

Darlow & Moule's Historical Catalogue of Printed
 Bibles, published by the British and Foreign
 Bible Society.

Jos. F. Sabin, 14 Maiden Lane, New York City
 Pling's Natural History in English.

Sather Gate Book Shop, 2307 Telegraph Ave.,
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Willmot, R. A., Pleasures of Literature.
 Rogers, My Voice and I.

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Abbott, Old Paths and Legends of New England
 Border, published by Putnam.

Charles Scribner's Sons, Fifth Ave. at 48th St.,
 New York City

Alphabetum Tibetanum, Any edition except Latin.
 American Journal of Science and Arts, May 1862,
 vol. 33.

Babies' Hymnal, Designs by Pool, Selected by Mc-
 Fadden, McClurg, 1906.

Ballu, R., L'Oeuvre de Barthe, Quantin, Paris.

Barber, American Glass.

Barber, American Pottery and Porcelain.

Barker, E. R., Buried Herculaneum.

Barnett, Roof of the World.

Blundel-Burton, Hispaniola Plate.

Brown's Index Digest, pub. Lancaster, Pa., 1902.

Budge, First Steps in Egyptian.

Calvert, Catalonia and the Balearic Isles, Lane.

Chambers, The Reckoning.

Chandler, J. E., The Colonial House, McBride.

Chapman, History of Trade Between the United
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Chouquet, Easy Conversation in French.

Chouquet, First Lessons in French.

Chuang Tzu, Philosophy of, Translated by Giles,
 Quaritch, London, 1889.

Country Life, English, Nov. 10th, 1917.

Crane, Footnotes to Life, Lane.

Crane, Just Human, Lane.

Croce, Historic Materialism, Mac.

Crockett, T. C., Christmas Books, 2 vols., Illus., 1828-
 29.

Dante, Vita Nuova, Tr. Rossetti, Illus. by E. Paul,
 Brentano.

Dudley, First Council of Nice.

Duncan, The Seashore, Stokes.

Earle & Skirven, Maryland's Colonial Eastern
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Field, Poems of Childhood, first ed.

French, A., Book of Vegetables and Garden Herbs,
 Mac.

Frost, Stuff and Nonsense.

Gibson, Mosaic Law.

Graham, A., Roman Africa, London, 1902.

Gribble, Romance of the Oxford Colleges, Little, B.

Hall, G., Allegretto, Illus. by Herford, Little, B.

Hall, G., Hundred and Other Stories, Little, Brown.

Hall, G., Legend of St. Cariberte, Badger.

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Hall, Wagnerian Romances, Lane.

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 James, Edwin (Ed.), Long's Expedition from Pittsburgh to the Rocky Mountains, 1819-20, London, 1823, 3 vols.
 James, Edwin (Ed.), To the Source of the Mississippi, London.
 James, Edwin (Ed.), Narrative of the Captivity and Adventures of John Tanner Among the Indians, N. Y., 1830.
 James, Edwin (Ed.), Translation of the New Testament into the Language of the Chippewa, from the Greek, 1833, Albany.
 Jermain, F., In the Path of the Alphabet.
 Johnson, Tour of Western Islands.
 Lafitte of Louisiana.
 Lait, Beef, Iron and Wine.
 Lanteri, Modelling, vol. 1.
 Macaulay, The Seven Words from the Cross.
 Mahan, W. D., comp., Archko Library, Trans. from Ancient MSS. at Vatican in Rome, and Seraglio Library, Constantinople, 1904, Fisk, Topeka.
 Manesca, French Lessons.
 Marlowe, Julia, Art of the Theatre.
 Martyn, F., Life in the Legion, Scribner, 1911.
 McCutcheon, In Africa.
 McFadden, Babies' Hymnals, McClurg.
 McNab, The Clan MacNab, Edin., 1907.
 Meier-Grafee, Modern Art, 2 vols.
 Monroe, In Viking Land, Page.
 Moore, Gothic Architecture.
 Moreau-Vauthier, Technique of Painting.
 Nesbit, Algiers and Turin, Black.
 Nietzsche, Birth of Tragedy.
 Papoonahual, An Account of A Visit Made to the Quakers in Philadelphia by Papoonahual and Other Indians, London, 1761.
 Payne, Voyages of Elizabethan Seamen, 2 Series, Oxford.
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 Salters, Story Without a Name.
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 Stephen, J. Fitz J., Liberty, Equality, Fraternity, Holt, 1871.
 Robinson, E. A., Man Against the Sky, first eds.
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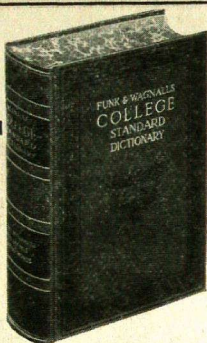
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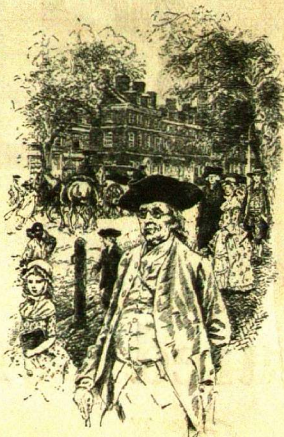
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